

**STRAIGHT
TALK**
from
**COLEMAN
COX**

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STRAIGHT TALK FROM COLEMAN COX



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JUST PLAIN TALK

JUST PLAIN TALK

SOME business partners get along just about as harmoniously as a couple I happen to know. The husband is trying to quit smoking and the wife is dieting to reduce.



There is only one man living who can make a man out of you—and that's you.



It is a good idea not to believe more than half you hear, and less than that of what you think.



Profits, not prophets, foretell the future.



When a man 'knocks' a town he makes a confession he was a failure in it.



It's not the large payroll, but the small men on it that heads a business for the bow-wows.



Let no man point the finger of scorn at you in years to come because of the way you lived to-day.



Every day is Judgment Day—use a lot of it.



Don't do so much conversational detouring before arriving at a point of interest.

just plain talk

AFTER this I hope we pay cash for our wars. Just about the time I seem to be cured of cussin' it's time to make up another income tax report.



Another trouble in this world is that fathers are the only visible means of support of too many young men.



I think the time near when all advertisements for female office help and sales ladies will close with 'strictly informal.'



I was born lucky. All my parents, relatives, and friends had to give me was advice.



While some employees are telling what they have done in the past, and are going to do in the future, the boss is looking for some one who can do their work *now*.



In making collections to pay for a picnic, dance, or banquet, it is well to get your money before the music stops playing.



I'll believe we have returned from 'High Life' to 'Home Life' when I see more paint on the old place, and less on the young face.



If laundrymen would but carry out the gigantic schemes outlined on restaurant tablecloths they would soon be able to retire from business.

just plain talk

WHEN I was a boy down in old Kentucky the river used to get on a rampage every spring and we would all go down and watch the driftwood on its way. Nobody wanted it—it was only driftwood. Often in the years that have passed, when men applying to me for positions have named firms by the dozen they had worked for, my mind would go back to Kentucky, and again I would see driftwood, just driftwood, that nobody wants.



I know a fellow who walked the streets for weeks trying to find a job, but was unsuccessful, and what do you suppose he did? Well, sir, he opened an employment agency to get jobs for others. I was telling a friend of mine about him, and he laughed and said, 'Why, doggonit, that's nothing. I know a fellow who has been a failure at everything he ever tackled in his life, and some time ago he announced himself an efficiency expert, and now the largest concerns in the city are paying him big money to tell them how to run their business.'



It is hard to guess the income of some employees by the way they spend money, but it's easy enough to guess the outcome.



When a salesman makes a fifteen minute walk to save carfare, because 'the house' does not pay such petty expenses, he is placing a value of twenty cents an hour on his time, or a dollar and sixty cents a day. Well, I don't know but what that is a pretty fair estimate of his worth.

just plain talk

LIBERALITY is a thing some men use when out for lunch in buying favorable impressions of waiters and hat-checking girls, but their nature changes when the wife wants a few dollars added to her monthly housekeeping allowance.



The salesman who puts in a good part of to-night playing 'two-bit-limit' poker will start to-morrow with a ten-percent limit sales ability.



As a rule it's only the conceited who are contented.



A salesman was telling me the human voice was the sweetest thing in the world. I know whose he meant.



Practice makes perfect. I know a young man who made it a practice of mooching lunches until he is now a perfect dead-beat.



You can't get along without your employer, and he can't get along without you, but he might find it easier to get along without you than you would find it getting along without him. Do you get the idea?



Regrets generally come so late in life they are of little use. There is but one way to avoid old man Regret and that is to do just as near right as you know how all the time.

just plain talk

I HAVE often heard it said, 'Every one has at some time in life contemplated suicide, and murder.' Well, I have never given much thought to suicide, because I'm fairly well satisfied here, but I will confess it's pretty hard for me to keep murder notions out of my mind when I see a great big healthy-looking young man with a patent-leather shine on his hair leading a bunch of half-dressed girls in a cabaret review.



Every concern is on the lookout for good men and that is why you seldom hear a *good* man complaining about not getting enough salary. When the firm he is with fails to pay him all his services are worth, some one else is going to come along and do it.



It is always an empty head that swells.



If I had cultivated the savings-bank habit in my youth I would have been spared a good many trying hours in my life. Yessir, I would not now be trying to peddle what I've found out during my thirty-three years of active business life for two bits.



I can't see where the inventor of the new 'lie-detector' machine expects to find a market for the thing, for I know of no married man but what has one.



Most all family automobiles are driven by the back axle, and from the back seat.

just plain talk

SOME time ago ten thousand and more people cheered a 'human fly' as he climbed a New York sky-scraper—when his foot slipped—they all turned from him—and but three people attended his funeral. Just so it is with all of us in every walk of life. The world cheers as we climb up, but when our foot slips, and we start down—the cheering stops, and they turn from us. Gee whiz, there's a wonderful lesson to be learned from that little story if you get it!



Styles come and go, but the fellow who sticks to old-fashioned morals seems to get along all right.



The real 'yellow peril' in this country is the 'yellow streak' we see in too many young men that want to start in business with positions in the place of jobs.



Mark Twain once said a mine was a hole in the ground owned by a damn liar. Had Mark lived to have bought some oil stock from the same fellow I did, he could have said as much of an oil well.



Every concern 'takes' stock about once a year. That is, they invoice all merchandise, estimate the value of equipment less depreciation, and charge off, or add so much for increased value of real estate, but how many firms re-estimate the value of their employees, and how many employees 'take stock' of themselves. Well, it ought to be done.

just plain talk

MANY a man wins a wife with love, attention and consideration, then expects her to be happy and contented with a negro maid, Chinese cook, and Japanese chauffeur.



The fellow that takes an interest in a business soon owns an interest in it.



It's a wonder to me no one has thought to organize a 'Positions Union' in this country. The streets, parks, and hotel lobbies are filled with young men of no business experience or ability, who feel themselves eligible to membership in the 'Chairman of the Board, President and General Managers' branch of such a Union.



Here's a little piece of confidential advice that's going to be worth a lot to you. Let some one else employ your relatives, personal friends, brother lodge, club, and church members.



To some people home is just a place from which you start for picture shows.



Have you ever happened to listen-in when a traveling salesman was trying to pacify one of his pet customers who had just received a letter from the accounting department of his firm saying a check to cover bills past due would be appreciated? So have I. And the salesman's usual way of pacifying the customer is by explaining to him that the credit man who wrote the letter is either a young fellow who knows nothing, or an old fossil that nobody pays any attention to.

just plain talk

NEVER repeat anything told you in confidence, for nine times out of ten it's not true, or is scandal, and the repeating of it is the courting of trouble for you and the other fellow too.



If men could but overlook the faults in others as easily as they excuse their own. By Jimminy, yes.



As we must buy happiness with happiness, just so we must buy better jobs with the jobs we have.



There are times when we all feel we would like to 'step on the gas,' but it is not always convenient to knock a man down and put a foot in his mouth.



It matters not whose payroll you are on, you are working for yourself.



I don't know whether there is any truth in the old adage 'Money is the root of all evil' or not, but I have noticed that when a fellow quits 'rooting' for money, the world quits 'rooting' for him.



We are all born honest, truthful, unselfish, free from worry, and happy. All of which makes it easier for us to account for so many 'self-made men.'



An ounce of precaution in the form of garlic and a steak smothered with onions is a bully good feed to give husbands having many important business engagements on for every evening.

just plain talk

WHEN you take a train you are told as to about when you will get where you are starting for. I don't know but what employees would be more efficient and contented if employers would give them some such information when they take a job.



When employing men or women for sales or office work, it is well to remember that conservative dressers are conservative thinkers.



Some fellows seem to think that in order to convince me they are my friends they must tell me all their troubles and permanently borrow some of the few dollars I've had to work like the deuce for.



Truth and Honesty are Fear's worst enemies.



I'm a great believer in the power of suggestion. As example, the excuses a salesman sends me, in the place of orders, suggest my getting another man for the job.



Because you have worked hard all day and have another busy day ahead of you to-morrow are no good reasons for your insisting upon your wife taking you window shopping, or over to a neighbor's to play bridge.



A fellow asked me why a consignment loaded in a railroad car was called a shipment, and if put aboard a ship it was a cargo. How do I know?

just plain talk

I HAVE always made it a rule to explain to all new salesmen employed that the first thing I read in the morning paper is the weather report and all information regarding business conditions. That I do this to save our salesmen having to bother about sending in such reports, and to give them more time to the writing and sending-in of orders.



Never kick about an employee losing his temper. He'll be better off without it.



High-flyers seldom light in responsible positions.



I met a salesman some time ago who was telling me that unless the old man came through with more money he was going with another firm and what he would do to the old concern would be a plenty. It was the first one of these pre-meditated mercantile murders I have heard since brass foot rails went out of style. Reminded me of a story some fellow was telling about a flea crawling up the hind leg of an elephant with murder in his heart.



The fellow who tells the absolute truth as to his capability and aspirations when applying for a position has little to worry about when he gets it.



I can understand how a rabbit foot in a man's pocket might bring him good luck by his wife mistaking it for a mouse.

just plain talk

SOME people think the louder their clothes the better they are dressed. The South African negro thinks the larger the rings he can get for his nose and ears the better he is dressed. But, that's what He thinks.



Promoters often talk a good *deal* without giving one.



Believe in God, yourself, your employer, the merchandise you are selling, your associates, then believe in success—for it is yours.



Have you ever noticed the number of married women who think it their sacred duty to 'raise' their husbands.



I have known many men who have done right all their lives, yet they've never done any good.



Preaching thrift to a man who carries his small change in a purse is a waste of time.



The man who in leaving home in the morning closes a door behind which is happiness is pretty sure to open the door to a successful business day.



It is the fellow who studies himself, knows his qualifications and limitations, finds himself a job, sticks to it, and makes a position of it, that succeeds when those looking for positions paying big salaries fail.

just plain talk

THE best-selling novelty in San Francisco Oriental Stores are the three little Monkeys, one with the paws covering the eyes, the second its ears, the third its mouth. Meaning, see no evil, hear no evil, speak no evil. Every man should have one of these on his desk and give it two minutes' silent thought every morning to insure a more happy and successful day.



The world is waiting to listen when you have something to say—I said *something*.



Most successful men ‘blushingly’ credit themselves with being ‘self-made,’ but all failures give full credit to the world at large for their condition.



I have met a number of young fellows whose greatest boast was they ‘came from good families.’ A railroad ticket will have to be sent most of them to get back.



A good time to move on or close your ears is when some reference is made to a successful man, and A Failure opens up with ‘I knew him when —’



When a salesman ‘loses his grip’ he had just as well send in his sample case to the house.



You are showing symptoms of being under self-control if you only talk when you have something to say.

just plain talk

A YOUNG lady just out from the East to take a position with a San Francisco firm said, 'I see the men out here are just as bad as they are in New York about trying to flirt with girls on the street.' Another young lady answered, 'Oh, yes, you'll see what you are looking for wherever you go.'



The 'I'm agin it' man is more often entirely ignorant than part wise. It takes thinking to be for or against anything, and 'I'm agin it' is the world's best substitute for thinking.



Quit working for a salary and work for a future.



If you will but take a walk around town, look over those you meet, asking yourself whether or not you would care to change places with them in life, you will become convinced the All-Wise Maker has been pretty good to you and you haven't sense enough to appreciate it.



All the average girl of to-day knows about a needle is that a fiber one is no good for jazz records.



Jumping at a conclusion, like jumping a moving train, is dawgone dangerous business.



We had camouflaging long before the war. I have known many employees to kick for an increase to hide the fact they were not earning what they were getting.

just plain talk

A MAN can't help it because he is tall or short, thick, or thin, bald, or has red hair, nor can he help it because his name amuses you, or his taste regarding the clothes he is wearing does not particularly please you. All of these things are of no concern to you, and the less you say about them the fewer people you will offend, and the more friends you are going to have.



Before your self-satisfied feeling of importance causes you to lose any sleep worrying about how this old world is going to get along without you, just try to name the Presidents of the United States who are dead.



It is easy enough to tell whether it's a salesman or a collector that is calling. If he is told to come back again, he is more than likely not a salesman.



It's a good policy to carry life insurance, provided it's a good policy.



Some say it costs less to walk than drive a car, but it's more comfortable to be in one than under one.



Another way of writing the Golden Rule is 'Help a Man to Help Himself.'



Many a young man who enters the door of success is 'given the gate.'



The hardest job of all is that of finding a soft job.

just plain talk

MANY years ago I was waiting for a train at a little station up in Northern Michigan, when an old 'Lumber Jack' came up, dropped his 'turkey'—a grain sack in which the 'Lumber Jack' carries his wearing apparel and other belongings—upon the platform, turned to me and said, 'The accumulation of sixty-two years.' Wellsir, do you know that old sack has been haunting me for thirty years. The other night when my wife said to me, 'Coleman, you will be fifty-one years old to-morrow,' the first thought to come to my mind was, 'and what have I in my sack?'



To-day is the day, but that does not mean you should forget the lessons learned yesterday, and not plan well for the coming of to-morrow.



So many salesmen stop thinking when they start talking.



Let the talk of scandal buzzers come in one ear and out the other, and not in one ear and out the mouth.



Nearly all employees give themselves the 'benefit of the doubt.'



A young fellow applying to me for a position as a salesman said, 'I can sell anything.' I have seen lots of medicines advertised to cure anything, but I never believed in them.

just plain talk

EVERY girl should have a business education. I have always been thankful my wife was born on a Missouri farm where she had every opportunity to learn how to make hot biscuits, fry chicken, make strawberry jam, and other things, which has so well fitted her for the lifetime job she has as Business Manager of our home.



Any one can be happy by thinking of all they have that should bring happiness.



The popularity of the automobile has not lessened the value of 'horse sense' in the least.



When a man says to me, 'You can't tell me anything'—I believe him.



Concentration, inspiration, and application dampened a little with perspiration will help you reach your destination.



Take off your hat to Adversity—then take off your coat, roll up your sleeves, and lick it.



'To-morrow never comes.' I've heard that all my life, but I'll be dawgone my catskins if I'm going to bed any night without having my plans for it all worked out.



We usually tell of the faults we see in others because it takes so much less time than it would to tell our own.

just plain talk

WE used to have a street-car conductor on our line who was always watching for an opportunity to help ladies with children, and old people on and off his car. He was most accommodating to all travelers, called streets so people could understand him, in fact he ran the car like he owned it and was trying to build up a business. I knew it would only be a course of time until some business man would recognize his worth and give him a better job, and that is what happened.



Your sales manager is more interested in knowing just what your plans are for to-morrow than he is in hearing the history of your past life.



What's the use of making the sale if you don't close it?



Money is made on 'turn overs' and lost on 'hold overs.'



Dislikes for others are not always formed because of their faults, but because they have found out something about ours.



Have you ever noticed the young man who *went* to college usually makes a better business man than the one who was *sent* to college?



If you 'have it in' for some one, better 'have it out' with them and quit grousing around.

just plain talk

NINETY-NINE men out of a hundred marry because they want the comforts they think a home will give them. Of course, it sounds funny when out in 'polite society,' to say your husband decided to marry a wife and hire a cook, but you can take it from me, he is going to do more boasting about some good eats fixed for him than he is of your ability to play poker and smoke cigarettes.



Another way to prove yourself 'right' with your employer is to confess you are wrong when you know you are not right.



Fearlessness is the mother of confidence.



Some employees seem to think bankers are the only ones whose success depends upon the interest they take in their business.



Traffic officers and not employers are the ones who caution young men against speeding up and trying to go ahead of every one.



Make people respect you. You can start them doing it by always respecting others.



When a man tells you he is busy as a bee, it's well to remember a bee is his busiest when trying to sting somebody.

just plain talk

THE fellow seated just in front of me on a street car was mad because a man in front of him was smoking a pipe. I didn't seem to get much pleasure out of the clouds of smoke from the Egyptian cigarette he was blowing back in my face, and the lady seated back of me didn't like it when I cussed out loud.



An employee that is continually looking for a chance to 'get even' with some one never goes ahead of any one.



Life's darkest moments for a man are those when he is standing in his own light.



I don't know but there is more to be gained by studying those who have failed than in trying to follow in the footsteps of the successful.



When you suspicion your employer suspicions you are not the man you should be, there is usually grounds for suspicion.



When I am asked right quick as to what it takes to make a salesman, I answer 'brains and feet.'



The best time to get another order is right after you have gotten one.



When contentment enters progress ceases.

just plain talk

I TAKE-IN a picture show nearly every night. Yessir, after dinner I'll load up my old pipe, ease into my rocker before the fire, and proceed to run off reel after reel of such pictures as 'Boyhood Days,' 'Friends Here and There' and a few short reels of Current Events of 'Yesterday, To-day and To-morrow.'



Hard luck is composed of laziness and poor judgment.



The man who can conquer the worst in himself has met and solved the biggest problem he will ever face.



I have never seen the face of a clock that could tell me when to go to work or quit.



When you ask a Sales Manager you are applying to for a position what the salary is to be, and he tells you 'the sky is the limit,' just take it from me, boy, it's 'blue sky' you are going to be expected to sell.



There are two types of men I never care to meet—one is sorry for himself and the other is quite sure there is nothing right in the world.



A crooked path is the shortest way to the penitentiary.



To know how is good, to be able to do is better, but to help others to do is best.

just plain talk

WHEN a certain big shoe manufacturing concern places their line with a dealer they not only sell the clerks, who are to sell the customers, but they take their names and home addresses, that they may from time to time mail them little sales helps, Christmas, birthday, and wedding anniversary remembrances. They well know the success or failure of their business is in the hands of the retail salesmen who come in direct contact with the customer, and they not only make a friend of him, but cultivate and hold his friendship.



Don't always judge a man by the speed at which he travels—the small hand on the clock dial is just as useful as the long one.



When you say your prayers don't ask for anything except that to which you are entitled and for which you are willing to work.



Keeping sober means more than abstaining from the use of bootleg whiskey. It means sane thinking and honest efforts to succeed in a regular rather than the spectacular way.



Men and mules are much alike in that they can often be led where they can't be driven.



The greatest rejuvenation that mankind knows is work of the kind that man likes to do—knows how to do and does in a way that the doer feels he is doing something.

just plain talk

WHEN a man is 'all run down' and needs building up he calls in a doctor for advice, and medicine that will put him right. He does not dispute the doctor's diagnosis of his case, or rewrite the prescription to suit himself. How different it is when his business is 'run down' and needs building up. He calls in an advertising man whose business it is to stimulate, and build up a run-down business. He rewrites the advertising man's 'prescriptions' as fast as they are handed to him, changes the size of doses and time of giving to suit himself, and then puts all blame on the advertising man if the business does not show immediate improvement. Yes, the advertising business is the only business in the world every man 'knows'—or thinks he knows.



When a man goes to sleep on his job don't wake him, just give the job to somebody already awake.



It is pretty hard to help the fellow that makes little or no effort to help himself. I have in mind a man who should go into dry dock and have the human leeches and barnacles that have long been hanging to him scraped off, for his own good, and the good of his friends who he is continually imposing these no-good bums upon as men worthy of employment.



Remember the fellow who used to want some one to hold his coat so he could fight. I met him the other day, he was telling every one he was going to quit his job—every one except the boss.

just plain talk

AGOLFER asked me why it is that men who are absolutely honest in business will cheat when playing golf. The only answer I can give is they have not the same chance to be crooked when behind a desk or a counter they have when behind a bunch of trees.



System is a great thing but when an office gets so full of system that it takes two men to keep track of what one is doing, then it's about time to get a new system.



When packing your grip to attend a sales conference it is just as well you leave out your alibis, and imaginary troubles, that no one is at all interested in, and bring along a few new ideas that can be used to an advantage by the other boys.



Friends, like promises, when made should be kept.



Before a man erects a skyscraper, or presents his city with a library, park, or something of the sort to perpetuate his memory, he should remember that people have a habit of asking, 'How did he get his money?'



Never lend an ear to the 'stool pigeon' who wants to tell you the shortcomings of other employees. A fellow that will doublecross the men he is working with, will doublecross those he's working for.



Every man is some boy's ideal. Then try and live your life in a way that will make of the boy that is trying to imitate you a Real Man.

just plain talk

I KNOW a business man—that is, we are going to call him a business man—who is as fussy as any old maid about his dress, and no representative calling on the trade has a chance of lingering long on his payroll unless he is just as particular about his personal appearance. But, when it comes to writing letters, or getting up sales letters to the trade, the cheapest doggone stationery money can buy is used, and all good impressions are knocked into a cocked hat. Letters are our representatives and we can't dress them too well.



After having lived the greater part of my fifty-two years in the hotels of many States I am thoroughly convinced that the greatest kickers are those who at home are not accustomed to anything like the service and comforts they complain about.



The Credit Men of the country tried out the ‘Say it with Flowers’ idea long before the florists ever thought of it, but for some reason or other it didn’t seem to work in all cases, and they had to go back to ‘please remit.’



The time of most employers is so taken up during business hours they usually consider changes, promotions, and salary increases either before the business of the day starts, or after hours. I have noticed that the fellow who gets around early, and stays as late as is necessary to finish up the day’s work usually gets the promotion and increase in salary.

just plain talk

WHEN you own your own home you enjoy a certain amount of self-respect no renter ever knows. Your credit is unquestioned. You are looked upon as being a reliable, trustworthy citizen, and not a floater. Employers want just such independent men on their payroll. The man who owns his own home is a Mr. Somebody in his town.



Many a man that removes his hat when entering an elevator with his wife is credited with being gallant, when he's nothing more than well trained.



You must have *sand* if you expect to make the grade.



When Alibi Ike gets word his Sales Manager is to visit him, he immediately lists all impossible prospects, and is ready to take him on a wild goose 'show me' chase around town.



A number of years ago I was talking to an Idaho business man when a young fellow came dashing in and said, 'Mr. Smith, I wish you'd let me take five dollars. I'll hand it to you in a day or two.' Smith looked at him in silence for a minute or more, then turned, walked to the cash register, took out the five, gave it to him and said, 'I wish you would just give *this back to me*—I have had it *handed to me* too much already.' P. S. I hope this brings to your mind no unpleasant recollections.

just plain talk

THE big business concerns of this country could save millions of dollars a year by making all Purchasing Agents sales managers. After they had read the reports of their salesmen for a while, showing that a good third of their salaries and expenses were wasted by having to await the pleasure of other purchasing agents to show their wares, they would likely have a little more respect for the time of salesmen calling upon them.



Having always minded my own business I have had only my own affairs that could worry me—and, they never have.



They tell me seafaring men always know when to expect a school of sharks. So do I. When an automobile springs a leak and some fellow passing along finds the damp spot and reports an oil discovery I know the best 'schooled sharks' in the country are headed my way.



I never had a man object to my *not* smoking in his office, or around his place of business, so I just cultivated the habit of doing 'open air' smoking, and I seem to get along all right.

**TAKE IT FROM ME
— WITH A SMILE**

TAKE IT FROM ME

THE old saw says every man has his price. That may not be true, but when I see an employee sacrifice the good will of a customer for a momentary gain I think 'surely that man's price is small.'



Never lose the respect of those you are employed by, or those you are working with, by asking for an advance or a loan.



You can't buy Confidence and Respect with Profanity and Vulgarity.



You will nearly always find a prospect in the mental attitude you expected to find him in.



Another good thing about telling the truth is, you don't have to remember what you say.



Of course your boss doesn't run his business right. Probably he would fire you if he did.



The man who is looking for a job and wages is being given the preference over the fellows looking for a position and a salary.



When the boss asks you what you think about a matter, tell him what you think, and not what you think he thinks.



It is not what you say, but how you say it, whom you say it to and when, that gets the order.

take it from me

AUTO speedsters, like the hurry-up salesmen, often land in the ditch. This would be just retribution were it not for the fact that they often injure others by their foolish haste.



An expense account offers you the best opportunity to convince your employer you are Economical, Honest, and Truthful.



You are well dressed when no one can remember anything you are wearing.



The surest way to get commuters to read office bulletins is to paste them on the clock at 4:45 every afternoon.



It takes more than vaselined hair and a barber-shop manicure to make you a polished gentleman.



There are a lot of fellows waiting to take the man's job who says 'it can't be done,' or 'they can't be sold.'



Some men never read the Bible—because they didn't write it.



The boss is always glad to see the fellow back from his vacation who is glad to get back.



More applications for positions these days carry the line 'I own my own car' than 'I own my own home.'



All some employees have on their minds is what they have on their backs.

take it from me

A WANT ad for an office boy brought many applicants. One little fellow gave the young lady at the information desk a scribbled note for immediate delivery to the boss, which when opened read, 'I'm the last kid in the line. Don't do anything until you see me.' He got the job. He used his head.



It is not every man who knows how to handle dynamite, authority, T.N.T., and prosperity.



Spend five minutes every day thinking of some good you can do some one—then do it.



A woman with a sharp tongue will soon cut herself off the payroll.



Never mind the business outlook. Be on the lookout for business.



The fellow who tries the most pools generally catches more fish than the man who uses up a lot of time looking for the good places.



A smile on the face of some salespeople often reminds me of the top layer of apples in a box, or berries in a basket.



Don't forget you are a part of the organization just as much as the bass drum is a part of the orchestra—likewise, don't forget that bass drum solos are rather monotonous.



Don't worry when you stumble. Remember a worm is about the only thing that can't fall down.

take it from me

A SMALL employee might grow in the right environment. If he does, his salary will increase in the same proportion — and don't forget that a man makes his own environment.



Loud talk makes noise, not sales.



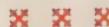
Dawgone a man that can't look you in the eye when you are talking to him.



The first man you must sell on the value of your goods is yourself.



Tombstones are cold and cheerless. Yet they always have a good word for every one under them.



When a prospect looks at his watch—look for your hat.



Prospective buyers don't pay rent or salaries. The salesman who talks much about his prospective business is usually trying to camouflage the fact that he did little or nothing last month.



Many manufacturing concerns' greatest profits come from by-products. Employee, your by-product is your idle time. What profit are you getting out of it?



Nothing is improved by anger except the arch of a cat's back.



The fellow with steady habits and a steady tongue always has a steady job.

take it from me

WE have met men who were too little to be big. You know the fellow I mean, the one who mooches lunches, smokes, gum, etc., and walks ten blocks in the middle of a busy day to save car fare.



The bill collector who rings a bell while standing on a door mat bearing the word 'Welcome,' feels he is above lying.



You will always find at least one durn fool in a crowded elevator who thinks politeness consists of blocking the exit until the lady in the rear elbows her way through the crowd.



Never say, 'Well, I'll call again next week.' Ask the prospective buyer to name a day and hour when you can see him. In other words, show him you place a value on your time and he will not feel he is throwing his away in talking to you.



If you have anything to say, say it, and with as few words as possible. That is what Abraham Lincoln did, and the world still remembers and repeats what he said.



You'll get further by out-thinking a prospective buyer than you will by trying to out-talk him.



Say nothing when you have nothing to say, and keep on saying nothing when the prospect has something to say.



As a rule the boss does not pick men for advancement from the bunch of 'Windjammers' who stand out in front waiting until the last minute to go in for work.

take it from me

AS SOUTHERN darky when asked why so few colored people ever committed suicide answered, 'As I gits it, Boss, it's worry w'ot makes people kill 'emselves, en' when a niggah's worried en' sits down ter think, why, he jist nacherly goes ter sleep.' Moral: Don't worry.



Always be courteous in the face of courtesy.



It's not what you would like to be, but what you are best fitted to do, that is going to get you somewhere in the business world.



Good listeners make more sales than good talkers.



The young fellow who has a coffee and doughnut breakfast down in town, an armchair lunch, and eats a delicatessen dinner out of paper bags when he gets home in the evening, nine times out of ten has married some fool girl because she was a good dancer.



It is a good thing many employees are on the payroll at invoiced value in the place of their self-estimated worth, else their firms would go busted.



This old world is going to be a better place to live in when it becomes more generally known we suffer by our sins and not for our sins.



You are not dressed for work until you put on a smile.



Confidence is the backbone of all business. Don't do or say anything that would tend to destroy.

take it from me

ENVY stands between many a man and success. Until you are a big enough man to honestly and sincerely glory in the promotion of a fellow worker — you'll never get far in the business world.



There never was a better piece of advice than, 'Don't make customers of your friends, but make friends of your customers.'



While climbing the ladder of success in business few men ever see the splinters, but take it from me, they feel 'em when they start sliding down.



Work will Win when Wishing Won't.



'Jever hear of a fellow working on a small salary crushing a woman's heart and being sued for breach of promise?



It was the employers of the country, and not the medical fraternity, who first discovered the symptoms of 'hook-worm' and 'sleeping sickness.'



'It's the little things in life that count.' The fellow that takes little interest in his work accomplishes but little, is paid but little and lasts but a little while.



A Pullman porter when asked why rich men usually gave him small tips, while the poor men were liberal, answered, 'Well, suh, boss, I don't know, 'cept the rich man don' want nobody to know he's rich an' the po' man don' want nobody to know he's po''. If you have grasped the idea, we will move along to the next paragraph.

take it from me

AT an early-morning hour an old ferryman was awakened by the call of some one wanting to cross the river. He answered, and received the reply, 'Yes, suh, boss, I wants to cross the river, but I ain't got no money.' The ferryman replied, 'Well, it makes damn little difference as to which side of the river you're on if you ain't got no money.' This little fable is told to impress upon your mind the importance of investigating a man's credit before soliciting his business.



Learn when to stop talking. You might talk him out of it.



All things come to those who wait—but, there's too darn many waiting.



When I hear a salesman boasting of the number of 'calls' he makes a day I can't help thinking of a bell-hop.



Arguments don't get orders and contracts. If you know your business well enough to explain it, there can be no room for argument.



Had nature hung men's arms so they could pat themselves on the back, a lot of employees would wear out the backs of their coats in a week.



Take a firm interest in your firm's interests.



In talking to a prospective buyer always imagine your boss is standing behind you listening to every word you are saying. Follow this rule and you will talk less, say more, make fewer promises, and get further.

take it from me

THREE shouldn't be any law against shooting the fellow who in the course of a three-minute conversation will say, 'sure,' 'see,' 'getme,' or 'zatso' a hundred times or more.



The only time some employees ever think of 'moving up in front' is when a street-car conductor yells it in their ears.



I have known many a promising young salesman to lose his job by promising.



More than one man has been forced to make good because somebody made it harder for him to explain failure than work for success.



The use of flattery has flattened many a salesman's chance for an order.



The fellow who is always telling of the faults of others reminds me of the man with a pock-marked face who laughs at another's freckles.



When the 'no trouble to show goods' and 'money cheerfully refunded' signs come down you will know the truthful-advertising law is in effect.



When a salesman wearing one of those new-style English suits, rag hat, yellow gloves and spats, with a pink carnation in his buttonhole, comes dashing in, I don't know whether to kiss him or kill him.



Win respect by being respectable.

take it from me

ONE morning I called up a big coal concern to give them the devil about not having delivered some coal as promised. As quick as the connection was made a most pleasing voice said, 'Good-morning! This is the Smith Coal Company speaking.' The musical voice and happy 'Good-morning' of the operator took all the fight out of me and I was willing to agree the delay was excusable. The moral is, one of the most important workers in your office is your telephone operator.



No man ever missed a train or lost an order by being a little ahead of time.



In speaking of the head of your company to strangers be sure to refer to him as 'the old gent' or 'the old man.' It always adds dignity. You know what I mean.



A horse must be 'broke' before he will work—Just so with some men.



Let a shave and a shine be your first morning investments.



Remember, every man is entitled to his own religious and political belief and it's not up to you to change either.



Every salesroom should be equipped with a full-length mirror with this suggestion hanging above it: 'Before you go out to tell people you represent this firm look yourself over and see whether you do or not.'



Ten cents a day will keep a suit pressed.

take it from me

SINCE the passing of brass footrails and mahogany bars many a business is made safe from the near-salesman who threatened to ruin his firm by going over to a competitor if his pay check wasn't increased.



The fewer favors you accept the less obligations you'll have to meet.



The fellow who comes to work whistling generally goes home singing.



Beware of the fellow whose one best reason for your giving him a job, or an order, is the fact that he belongs to the same church or fraternal society you do.



Before you go to sleep to-night ask yourself if the firm you are with, and the world in general, is any better off because of your having lived another day.



When a man is chasing the almighty dollar he forgets there is a God, and when he is chasing women he forgets there is a devil.



Leaving one prospect and walking several blocks to talk to another man of an entirely different type and under altogether different circumstances, has always proved just as restful to me as walking fifty yards across a vacant lot to look for a lost golf ball in a patch of weeds.



Obtaining credit because you are associated with a firm that has a good reputation, and not paying your bills when they are due, is another good way to get fired.

take it from me

WHEN you walk into a clean, well-kept office and see a picture of a mother and baby in a little silver frame occupying the center space on the desk, you can bet your last dime you have a mighty decent sort of man to talk with.



Look your prospect in the eye when you are talking to him—and tell him the truth.



In asking the good Lord to give you luck enough to hold your job, always spell it with a 'p.'



The boss will increase your salary when you increase his profits.



A man's personal appearance has much to do with his business success. And, a man's business success has much to do with his personal appearance.



You have heard the 'wise guy' and 'smart Alex' salesmen tell of the schemes they worked, and the tricks they played to get in and see prospects, but few of them ever told you of their coming out with any signed contracts.



Henry Dodd says, 'The reason most people do not recognize an opportunity when they meet it is because it usually goes around wearing overalls and looking like Hard Work.'



Profiting by experience is using the knowledge you have gained through failures. In other words, it's converting failures into successes.

take it from me

ONE time when I was trying to interest a carpet-dealer in advertising, he said in a very gruff-like manner, 'What do you know about carpets? You never laid a carpet in your life.' I answered, with a smile, 'No, and I never laid an egg, but I can tell you more about an egg omelet than any old hen that ever scratched for worms.'



Few men ever made much money by dealing with their friends or relatives.



Walk fast. A fire department looks just as much like business when answering a false alarm as it does when going to a real conflagration.



A lot of fellows lost their best alibi when whisky went out. Their relatives used to say they would have done wonders if the booze habit had not got them—now they are sober, but that is about all.



Jealousy causes many a man to lose his job.



Never object to a salesman taking an hour off to have his shoes half-soled, but have the can ready to tie to the fellow whose pants bag at the knees.



When you see a fellow leaving his office in the opposite direction from home, with a bouquet of roses and a box of candy, just take it from me that he is one of those fellows who has a wife that 'doesn't understand him.'



When you hear a man boast, 'I say just what I think'—just put it down that he doesn't think.

take it from me

AFTER a salesman has been massaging cement walks all day and has climbed steps high enough to shake hands with St. Peter, he can't work up much enthusiasm over a dancing party.



The song, 'Don't bite the hand that's feeding you' should have been dedicated to the fellow who says unkind things about his employer.



Brighten up, when dark days come. If sales were good every day, business would become monotonous. The sun shines every day in Arizona, yet it has about the smallest population of any State in the Union.



Take it from me it's bad business to take any one with you when you are expecting to close a sale, for they are sure to 'spill the beans.' If they do not say something they shouldn't say right at the wrong time, it's ten to one they will get a foot hung in the cuspidor, kick over the waste-paper basket, or lean back and break a leg off the chair.



The fellow who works by the clock never earns the price of a watch.



Some employees let their wives buy whatever they want on credit because they would rather argue with bill collectors than with their wives.



Initials are not names. Use your full name in business.



Win a man's confidence as quick as you can, and hold it as long as you can.

take it from me

WHEN the man in the inner office sends out word he is busy, write across the back of your card, 'That's why I'm calling; I've no time to waste on loafers.' P.S. He'll see you.



Some sales managers send out more misfits than clothing stores.



Noisy dress has kept many a man from hearing a sales argument.



A lady told me that the reason women didn't have good sense was because the Lord made them to mate with men.



Doesn't a fellow feel all out of place when he walks into an office, dressed in a business suit, and finds himself facing a bunch of stenographers all dolled out in party dresses, cheeks painted, lips rouged and hair all fussed up?



The faults we see in others would seem small to us if we could but see our own.



It is not hard to believe some salesmen when they complain of being tired when night comes. Just think of how tired you would be if you had to listen to their talk all day as they do.



When you have had pointed out to you 'a man who always has a good word for everybody,' you don't have to look any farther in your search for one of the world's most hypocritical liars.

take it from me

WHEN a man tells you he is not interested in your proposition say, with a smile, 'I know you are not. That is why I have had to come all the way here to see you. Had you been interested you would have come to see me.'



Goods left in the store-room or hidden behind the counter, are those that were sold by going over the manager's head to the boss.



Truth is the best side-line you can carry.



When your work becomes a task, quit, you're in the wrong business. Until your work is your pleasure you can never be successful.



Look trouble in the face and laugh at it.—P.S. Forget this advice in case your wife or boss happens to be your trouble.



Any time a man marries for money—he earns it.



In talking business to a friend, look upon him as a stranger.



Some wives wear shiny silks while their husbands wear shiny suits.



The employer always has an eye on the 'I' man.



When you get the idea in your head that the world is against you—it is.

take it from me

A MAN must serve three years as an apprentice before he becomes a barber or a plumber, yet some salesmen who have been in the millinery business for years will quit their jobs on a minute's notice to take out a line of hardware if the job promises them twenty dollars a month more.



Don't make the mistake of thinking a prospect is believing all you are saying, simply because he does not call you a liar.



I never could feel I was in a regular place of business where men called stenographers by their first names.



When you join a club with the thought of having some place to go to spend your lunch hour in rest and relaxation, doesn't it make you madasell to have some fellow member take advantage of a club acquaintance to solicit you for business?



Thank goodness competition in all lines of business has become so keen only men of ability are wanted, and the man with the 'pull' is now 'the man with the hoe'—or hod.



Don't try to be funny. There is nothing funny about business. It's a serious proposition.



In trying to be as polite as those damphools who take their hats off in department store and office building elevators, I now grab my hat every time a woman gets aboard the street-car in which I am riding.

take it from me

SOME salesmen will send in an order for a thousand dollars' worth of merchandise from a man they would not personally trust for nine dollars, and then write a letter roasting the credit man for turning it down. Ain't it the truth?



It isn't what you start that counts — it's what you finish.



When you run across an employee who enjoys the reputation of being a 'good fellow,' remember Bill Nye's definition of a 'good fellow'—a damn fool.



Don't tell your customers what the market is going to be next Fall. If you really know, cash in on that knowledge yourself.



No organization is complete without a grouch and an air-castle builder.



Seeing is not always believing—I've seen a lot of people I wouldn't believe.



Some employees waste a week's time telling us where they will spend their vacation and then use up another week telling us what they did.



You never hear a busy man complaining about his lot in life. It's always the loafer who does the kicking.



Don't waste time telling stories to customers. If you are sure you are a good story-teller, try out as a professional entertainer.

take it from me

BY the time a prospect gets through deciphering the lodge buttons, pin, charm, and monogram rings some salesmen wear, they haven't time enough left to consider his business.



You can guess pretty close to what is in a man's head by the clothes he has on his back.



There are more real opportunities to-day than there are real men. P.S. Do you get that?



A salesman once said to me, 'Next week I go north with my line.' I am not sure whether he said 'line' or 'lying.'



No employee has ever become so valuable to an organization but that there is a better man to take his place. P.S.—It might be a good idea for you to read that one over again.



Don't overlook the clerk of to-day; from his ranks come the merchants of to-morrow.



When you 'talk' a man into buying something, some one else is pretty sure to come along and 'talk' him into being dissatisfied with it.



Take my tip and stay off of the continuous job hunter with a pocketful of 'To whom it may concern' letters. As Rube Goldberg would say, 'they don't mean anything.'



Never apologize for calling by saying, 'I was just passing and thought I would drop in.' Better you tell the prospect you have come quite a bit out of your way to see him.

take it from me

AS the boss entered his office one morning the chief clerk greeted him with the usual 'How are you?' and he answered 'rotten.'

The sales manager asked the chief clerk how he was feeling, and he replied 'rotten.'

As the salesmen showed up for work and greeted the sales manager with the usual 'How are you this morning?' he grunted 'rotten.'

All the salesmen went out to work feeling rotten, and the sales for that day were just as the boss felt—rotten.



It does not take the boss long to declare 'War' when he sees his employees 'soldiering.'



An employee that has the interest of his employer at heart doesn't have to carry a rabbit's foot for luck.



To the fellow who shows up late, and sneaks home early, we are indebted for the 'punch clock' system.



Always leave them smiling when you say 'good-bye.'



If that which you had been employed to sell were easy to sell the boss would have hired a man for the job at half the money he is paying you. So be thankful that that which you are selling is hard to sell, and prove to your employer he used good judgment in picking you for a man's job.



Poker players always tell of their winnings, but make no mention of their losses. Just so it is with a lot of salesmen, who boast of one order they got out of a town, but have nothing to say of the nine they didn't get.

take it from me

MANY a man uses up so much of a company's time in thinking he is entitled to an increase in salary that he doesn't have time enough left to earn what he is getting.



Plan ahead. Know to-day what you are going to do to-morrow—and do it.



It isn't so much the fifteen minutes you show up late, or start home early, that counts, it's the demoralizing effect it has upon the whole organization.



One of the first yelps that comes from a failure who is on his way out is, 'They wouldn't give me a show.' Nobody gave Barnum a show, but he had the biggest on earth.



Never try to smoke a prospect out with tobacco.



Sit still, don't move around. Nervousness is contagious.



The surest, quickest and best way to disrupt an organization is to put a few personal friends and relatives on the payroll.



He who has to depend upon his friends to find him a job is not much of a salesman. If he cannot sell his own services I doubt his ability to sell anything else.



Make up your mind to beat it, or 'beat it.'



Do what you have to do and do it now. Spell 'now' backwards and you have the answer.

take it from me

THE fellow who drives down to work every morning in a swell car, then goes in and puts up a plea to the boss that because of the high cost of living he should have an increase in salary, has a helluva fine chance getting it.



If, in the middle of your solicitation, the prospect is called away, or has a long business talk over the phone, you had just as well be on your way.



Simply because a fellow listens to your troubles is no indication that he is interested in them.



I know employees who have 'enjoyed' poor health all their lives.



The most detestable cuss around a place of business is the confidential speakeasy scandal-buzzer.



The open-face envelopes, which you see coming in for employees the first of each month, do not contain savings-bank accounts.



If letter-writing and telephoning would bring in orders and signed contracts, you would not be on the payroll as a salesman. Do you get the idea?



A number of business colleges are advertising they teach the 'touch system.' I have met a number of their graduates.



Many a man you meet on the street who says, 'I'm going to work'—lies.

take it from me

WHEN I meet one of these inquisitive fellows I am reminded of the old dog that was moving her family across a railroad track. One inquisitive pup stopped to stick his nose against the third rail. While he found out all there was to know about electricity, it never did him much good.



Never say I 'put over,' 'landed,' or 'hooked' a prospect. Feel that you are doing more for him in taking his contract than he is doing for you by signing it.



Since the contract, or order, tells all the buyer is to get, there is nothing left for you to promise.



'Go to a friend for advice, a stranger for charity, and a relative for nothing' is a little piece of advice an 'old timer' gave me years ago.



Waiting to see small-caliber men with little or no authority, has caused many a salesman to have to send his pants to a tailor to be half-soled.



Another splendid way to keep a nervous man's mind off your business while you explain it is to have a few silver dollars in your pocket and jingle them while you talk.



The benches in the parks are filled with fellows who tried to tell the boss how to run his business.



The first employee the fool-killer should brain is the conceited ass who thinks it is his personal popularity that is making it possible for his firm to remain in business.

take it from me

A LOT of employees already have their next summer's vacation plans all worked out in detail, but they haven't the least idea in the world what they are going to do to-morrow.



Leave them remembering what you said and not what you wore.



Don't bore your friends by talking business to them. Know your business so well your talk will be interesting.



No one thing in life makes a greater coward of a man than debts.



A shallow talker seldom makes a deep impression.



Always have a 'good-bye' check ready for the fellow who can't be told anything.



One time I saw some children playing with a rubber ball. I noticed the harder the ball was thrown down the harder it came back. P.S.—Read that over again.



Show a man you are interested in his business and he will become interested in yours.



When you hear a fellow speaking ill of his former employer you don't have to guess as to whether he quit or got fired.



When you abuse the confidence your employer has in you, your credit, and your friends—you are a bum.

take it from me

IF there be any truth in the old saying 'some men are born salesmen,' then it is indeed too bad such splendid advice as 'Ye must be born again' appears in a book so many would-be salesmen seldom read.



The loudest barkers are always with the side show.



When you have taken an order—the goods have been shipped—received—paid for—the customer is satisfied—and wants more—then—you have made a sale.



Take it from me, there are just as many men on the average payroll who are overpaid as there are those who are underpaid.



It's worth going broke in business, or losing your job once or twice in life just to find out how many real friends you have.



Laughter—not sighs—scares troubles away.



Hold your temper and you will hold your friends, and your job.



A college education is supposed to fit you for a position—not entitle you to one.



You never have any trouble in getting in to see a real big business man. Another reason why he is a Big Business Man.



Remember 'Thoughts are Things.'

take it from me

HAD I the printing of all applications to be filled out by salesmen seeking positions, I would start with these questions: 'Are you happy in your home?' 'Does your wife take an interest in your work?' I have never known a man to make a success in sales where things were not as they should be at home.



There is just as much difference between a solicitor and a salesman as there is between a fiddler and a violinist.



Walt Mason says, 'Tho' days be dark and trade be tough, it's always well to make a bluff; to face the world with cheerful eye, as tho' the goose were hanging high.'



The fellow that burns midnight oil reading a worth-while book will have a better to-morrow than the young man burning midnight gasoline to a road-house party.



It's well to have a good opinion of yourself, but it is not advisable to air that opinion too much—it might make you unpopular.



The little granddaughter of an old war veteran, after having heard one of his often-repeated war stories, said, 'Grandpa, didn't anybody at all help you win the war?' I am often reminded of this little story when I meet one of these 'I' salesmen, and wonder if there is anybody else in the firm besides him.



A real friend is he who reminds you of your faults, while your one worst enemy is the man who tells you only those things that please, and makes a fool of you.

take it from me

SOME one has said—

‘He has achieved success who has lived well, laughed often and loved much; who has gained the trust of pure women and the love of little children. Who has filled his niche in life and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a beautiful poem, or a rescued soul. Who has looked for the best in others, and given the best he had; whose life was an inspiration; whose memory is a benediction. This constitutes success.’



Happiness is one thing you don’t have to go around looking for. If you are entitled to it it will come to you.



Have you ever noticed how you learn to like the fellow you have done a friendly turn, and how your hate grows for the one you have injured?



Nobody expects you to be the man your mother thinks you are, but your employer has a perfect right to expect you to be the man you told him you were.



Look upon every fellow woman worker as being a lady and every man as a gentleman until they prove themselves to be otherwise.



It is good to keep your muscles in trim by using them, likewise your brain. Much leg work and little head work seldom adds to a salesman’s salary.



A salesman has no need for trick approaches or tricky methods if his goods are right and he is half right.

take it from me

THE old-time 'good fellow' salesman whose coming to town was always announced a week ahead with a funny postal card, is having hard sledding since Uncle Sam took the ale out of sale.



Stop worrying. Look out for your company's interest. Listen to the advice of your superiors, and you'll get along all right in the business world.



Any one can be happy by thinking of all he has that should bring happiness.



You can never hope to make a man of yourself so long as you keep on trying to be some one else.



In visiting the Old Mother Lode country, where gold was first found in California, I had pointed out to me the mines of other days from which millions and millions of dollars' worth of gold had been taken. When I asked the names of those who had owned the mines and what had become of them and their millions, none could tell me; they were gone and forgotten. But every one I met around those old mining camps had something to tell me about Mark Twain and Bret Harte. The ground upon which stood the little old shack in which Mark Twain printed his newspaper means more to them than that ground from which the millions of dollars in gold was taken. Mark Twain and Bret Harte made millions of friends and not millions of dollars. In the minds of men they will live for all time because of their having brought happiness into the world and made it a better place in which to live and because of their having lived. They made their millions—yes, millions of friends.

take it from me

MAKE friends, but do not overlook making a few enemies too, because you are going to need them. While your friends are feeding you on flattery, a real friend you have been looking upon as an enemy will come along and tell you enough truths to keep you from making a complete fool of yourself.



We always have had, and more than likely always will have, bargain-seekers, but so far I have never seen one that was well dressed, looked well fed, or had any money.



I seldom address an audience in any of the Eastern cities but I am approached by a number of men, both young and old, who want some information about California, and in almost every case they confess that they have been failures in their home towns and want to go somewhere and make good. My answer always is, if you cannot make good in your home town you cannot make good anywhere. Changing towns, States, or countries will never make a man of you. The changes must be made in YOU. Perhaps you have been depending more upon your relatives and your friends for success than yourself. In looking into distant lands for success you are not seeing the opportunities around you which would mean your success. More than likely you are not in the right mental attitude to work for success. It is possible you have been thinking more about how little you could do than how much you could do, of how much you could get and how little you could give. Before you think further about changing towns or States in search of success, make whatever changes are needed in YOURSELF, and you will likely find the success you are looking for right in your home town.

take it from me

WATCHING some colored boys play their favorite game taught me a mighty good lesson in advertising. If you fail to 'make your point' the first 'shot' you've got to keep on 'shooting' until you do.

* * *

The man who gives up doesn't go up—he blows up.

* * *

I believe that the majority of men are just what women have made them. I have never known a so-called selfmade man but what would confess that his success was largely due to the training he received from a good mother, or from the loyalty, encouragement, and help received from a good wife. And I know of no selfmade man who had a mother that was not what she should be, and is married to a no-good, fault-finding, booze-drinking, jazz-living woman.

* * *

Your face value is a smile.

* * *

I contend that the good Lord knew what He was doing when He put crabs at the bottom of the ocean, and that many business concerns do not realize what they are doing when they put 'crabs' on such jobs as Sales Manager, Credit Manager, Office Manager, or Telephone Operators.

LISTEN TO THIS
—WITH A SMILE

LISTEN TO THIS

SO long as you are well dressed, carry your head up, walk erect and fast, wear a pleasant smile, choose well your associates and don't talk too durn much, the world will invoice you at all you are worth.



I am a great believer in luck. The harder I work, the more of it I seem to have.



I never had a man whisper anything to me that was worth listening to.



The best way to sell yourself to the boss is by selling that which he has to sell to some one else.



Treat a dog with kindness, pet him a little, feed him well, and he will never leave you.—P.S. This system often works on husbands.



When you have passed Selfishness, Untruthfulness, Jealousy, and Egotism, then Success is the next station.



A boy is never convinced that his balloon is as large as he can make it until it bursts. It is too bad he forgets his balloon experience when he grows to be a man and gets into business.



Do your personal friends ever call you over the 'phone during business hours, right when you are the busiest, and talk 'n talk 'n talk about nothing? So do mine. 'N I wish mine in the same place you wish yours.

listen to this

I ALWAYS feel like shooting the after-dinner speaker who gets up and starts reading a speech. If he can't remember it, how can he expect others to do so? If no one can remember the fool thing, what's the use of bothering with it?



Self-starters are about the only automobiles that are in demand. Same may be said about employees.



Keeping busy at the right thing keeps you from doing the wrong thing.



Don't tell people your troubles. L's-fire, they've got plenty of their own.



Say it with kindness while he is living. Don't wait to 'say it with flowers' after he's dead.



A cat will lie before a fire—men afterwards.



Be sure you know what you are talking about. You know I have always felt every minister should have been a daw-gone good sinner for at least ten years before starting out to preach against sin.



Some employees seem to think bankers are the only ones whose success depends upon the interest they take in their business.



Telegraph and taxi companies have the right idea. They do not wait for business to come to them—they go after it.

listen to this

WHEN the average man dies, he leaves his wealth to his relatives and his troubles to his friends. That is to say, he names his best business friends as executors of his estate.

He 'wishes' trouble aplenty on men he would in life not have asked for two hours' time.

It's all wrong. There are plenty of Trust Companies whose business it is to handle these matters.



'I'll tell the world' is a conversational filler used now-a-days by fellows who can't tell anybody anything.



Golf clubs are all right if you can use them. Some people think the same thing about friends.



Constructive thinking and worth-while suggestions will get you further than 'Yesing' and 'playing up' to the boss.



Some men never hit the mark because they never pull the trigger.



Have your boss swear by you — not at you.



Suppose you were your employer, would you keep a man on the payroll at the salary you are getting for the work you are doing?



Looking for faults, like charity, should begin at home.



Loud dress and loud talk have caused many a salesman's solicitation to go unheard.

listen to this

MORE than thirty years ago, I heard Colonel P. Watt Hardin say in a political speech down in Kentucky, 'I'm for my country against any country, my State against any State in my country, my county against any county in my State, my town against any other town in my county, my street against any other street in my town, and for my side of the street against the other side.' If you don't feel just that way about the firm you are with—get out.



You are going to get what's coming to you. Doctors may delay it, and ministers may soothe you, but you can't escape it.



When two men form a partnership just because of personal friendship or some relationship, one or the other soon feels he is bearing all the hardship and the business soon goes into the hands of a receivership.



We can't have an ideal national life unless we as individuals have less high life and more home life.



A common expression among salesmen these days is 'I'm in the real estate, advertising or life insurance game.' Since 'Game' suggests 'gamble' or 'chance' and it is not every man who likes to look upon his insurance policy or real estate buy as being a 'chance,' I don't know but what it might be just as well to use the word 'business,' instead of game.'



Your to-morrow is going to be what your to-day makes it.

listen to this

WHEN I meet a man with a given name that would be more appropriate for a Pullman car than a real human being, I can easily guess who had the say at his home about the time he was born.



I could never see the sense of some concerns paying out good money in salaries to high-class men when the only set of brains used are those of the boss.



Daniel Boone made his way through Kentucky when it was a wilderness. Clark drove an ox team to the Pacific and Peary reached the North Pole without the aid of road maps or signboards, but when you start some salesmen out after business, they want to know the name and address of the prospect, man to see, how to get in to see him, what to say and how to say it. Then all they bring back is a 'not interested' report.



For your own good, get it out of your fool head this world owes you a living.



If you want to know how many pretty women there are in your town, ask the ice man.



Before you have a car of your own you wonder why your friends don't come around and take you for a ride. When you get a car, your friends think the same thing about you.



About the best women workers around any place of business are those you would think the wife of the boss employed.

listen to this

A NOTHER thing I thank the good Lord for doing is, fixing it so money won't buy happiness. I'm now enjoying at least a million dollars' worth a day, and it would be pretty hard to get used to using but seventy-five cents' worth.



Every employer is looking for men who see how a thing can be done and then do it.



A Sales Manager was saying to me it was next to impossible to tell a salesman. You're durn tooten it is. Can't tell some of them anything.



Don't apologize for what you sell, or the price placed on it; that's just an admission that you think it's wrong.



Many a man politely agrees with you when he don't believe a cussed word you're saying.



One time up in the mountains of Kentucky a traveler met a mountaineer driving some razor-back hogs down the road and stopped to ask him where he was taking them. The old fellow said he was taking them down in the lowlands to turn them out to fatten. The traveler said, 'Why, my good man, down in my country we pen our hogs up, and they fatten in so much less time.' The old mountaineer thought it over in deep silence for a minute or two and replied, 'What the hell's time to a "hawg"?'

I am often reminded of that story when some 'nothing to do' friend calls on me during business hours.



Take the 'ice' out of Service.

listen to this

MANY a man applies for position fearing he won't get it. If he does, he is afraid he can't hold it. He goes out for business fearing he won't find it. He imparts fear to those he calls upon, until they are afraid to do business with him. The Sales Manager's fear that he has picked a lemon is confirmed and the cashier writes the good-bye check.



Be patient with a fool—that others may be more patient with you.



The best way to get to the top is to push the other fellow up ahead, and he will help you stay there.



Too much celebrating has kept many a man from becoming celebrated.



Women continue to attend bargain sales, and men keep on buying oil stock, but the question of getting 'something for nothing' remains unanswered.



No salesman ever won much by winning an argument.



Suppose Jones and Brown were to form a partnership and go into business. That Jones was on the job from early morning until evening. Brown sleeps away a good part of the morning, enjoys a late breakfast, possibly a morning drive, lunches with friends, perhaps goes to a matinée, then shopping, and spends the day's profits. How long do you think such a partnership would last? Team work alone will win in any partnership. I have always looked upon marriage as being a sort of a partnership affair. Do you get the idea?

listen to this

NEVER greet a friend with 'How are you this morning?' Nine men out of ten look upon such a greeting as a request for a recital of troubles and immediately proceed to unload them.



If you are not a success where you are, changing towns or jobs will be of little profit to you until you change your mental attitude.



A little perspiration will help along your inspiration.



Worry breaks up more men than work breaks down.



If you haven't foresight enough to lay in your winter's fuel during the summer months, it will be just as well not to growl about the price charged for winter delivery.



There are too many salesmen who can't tell a prospect from a suspect.



Never dispute the woman who says she has a model husband. Webster says a model is a small imitation of the real thing.



Nice things said to you often cause you to become satisfied with yourself and whenever you get to the point where you think you have reached the degree of perfection, and your employer is too blind to see it, take it from me, boy, you're backing up—and, out.



Let the other fellow talk occasionally—you can't learn much listening to yourself.

listen to this

WERE you ever on a train that had taken the side-track for another to pass? As you looked out the window at the other train going by, you felt as though you too were going, but a glance around proved you were standing still. Now, call to mind your competitors, or your fellow employees.—Are you going ahead, or do you just think you are?



I encountered a barber a few days ago who knew plenty about the cause of strikes and the politics of the world, but he knew mighty little about barbering.



Some employees will loaf on their jobs all day, then go home and want to lick the corner grocer for 'short weight-ing' them on a dime's worth of potatoes. Ain't it the truth?



As soon as salaried people find out they can't live Pierce-Arrow lives on 'Tin-Lizzy' salaries, 'times' and 'conditions' will be all right.



San Francisco is noted for its hilly streets. One morning as I was coming to my office on a Sutter Street car, and like most men silently thinking, and worrying about certain problems I was to face during the day, I looked ahead at the high hills our car was going to have to climb, and I wondered how power enough could be generated to push it over the tops of them. As we came to them, it seemed as though they had disappeared, and we were traveling on level ground. That evening as I rode home, I tried to call to mind some of the worries I carried down with me that morning but they, like the hills, had disappeared as I came to them.

listen to this

EVERY time I see a 'Buy a Home' advertisement, the thought comes to me—it can't be done. You can buy a house, but a home you must make. Some one has said, a home is a roof over a good woman.



The sheriff puts many a salaried man on his feet—by taking away his car.



Some people have an idea that to prove themselves optimists they must go around grinning like idiots.



It is the fellow who studies himself, knows his qualifications and limitations, finds himself a job, sticks to it, and makes a position of it, that succeeds when those looking for positions paying big salaries fail.



The world is not going to charge you with your failures until you quit trying.



The trouble is, too many employees just think they think.



The young man who marries a 'Cosmetic Jane,' lives in a one-room apartment over a convenient delicatessen shop, and is making monthly payments on a tin-liz, finds it harder to live on his salary than does the husband of 'Sunbonnet Sue,' who has a modest little home, a garden, flowers, and a happy youngster or two.



Some men let not their left hand know their right one has written a check to help out a hungry family, but they generally see that the newspaper finds out all about it.

listen to this

YOU never hear those who have money in banks speak of cashiers as being 'marble-hearted tight-wads.' It's always the fellow who's got nothing, and wants something on a note that's worth nothing who does the 'kicking.'



The salesman who always offers some concession makes a confession his goods won't sell, or he can't.



The most dangerous time of your life has come when you begin to take yourself seriously.



A rolling stone may gather no moss, but the stone that has gathered no moss had better keep rolling.



It's easy to pick out the men as they show up for work in the morning who have had a breakfast table scrap with their wives over the morning paper. And the profitable thing to do is to let them go back home and scrap it out.



You're going to have to do a lot more good than bad, because it's the bad that is mostly remembered.



Nearly all the heads of big city firms are from small towns. The fear of 'I told you so' has put them where they are. When they left the old home town every 'old-timer' told them of the mistake they were making, that they would soon be back, sad and sorry. Rather than go back a failure to hear the 'I told you so' chorus, they worked like sons-of-guns to make good—and, they did—I know what I am talking about. To no other one thing do I owe more for whatever success I have had, than the fear of 'I told you so.'

listen to this

HAVE you ever gone to bed wishing it was morning and you were ready to get back on the job? You haven't! Then you do not love your work, and you'll never succeed until you do.



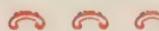
The fellow who does just enough to get by, never earns enough to buy much.



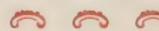
The fellow who knows most, says nothing, and lets the man who knows nothing do the talking.



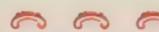
It's not the large payroll, but the small men on it that heads a business for the bow-bows.



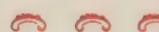
You can always tell by the service a hotel employee renders you how much longer he is to continue using the tradesman's entrance in coming to work.



When you give a man a title, give him the authority that goes with it.



One day Thompson Dunegan, who was quite a character in my home town, dashed into the office of Judge W. H. McBrayer, and attempted to give the Judge the 'rush act' for twenty dollars. The Judge's answer to Thompson's plea, was, 'I have long since discontinued the making of permanent investments.' Whenever an oil-stock, mining-stock, or any other sort of a 'sure thing' ten to one hundred per cent paying stock salesman calls, I make use of the Judge's words of wisdom.



It's the idle mind that worries.

listen to this

SCIENTISTS tell us the chief difference between man and the animals is that man thinks and the animals do not. Wouldn't it be more accurate to say, some men are capable of being trained to think?



Keep moving on the job; there are lots of fellows below you that want to come up. If you don't go ahead they'll go around you.



You can't borrow anything on what you think you are. It's the value others place on you that counts.



Sticktoitiveness. That's what you must have if you expect to get anywhere in business.



When you think an unkind thing about some one, think several times before you say it.



Men used to get drunk on whiskey, which was pretty bad, but I saw a fellow a day or two ago who was drunk on authority, and it wasn't so much different!



You are paid for doing what you are expected to do. Increases come from doing more than is expected of you.



The business world is looking for the man who can wrap System in Simplicity and tie it up with something other than red tape.



I have met thousands of men who enjoy the satisfaction of knowing they were first in line when brains were being distributed.

listen to this

TEACH your boy how to spend money. When he knows how to buy a hundred cents' worth for a dollar, you need not worry about his saving. Again, if he doesn't know how to spend it, what's the use of saving?



Never knock a competitor. Next week may find you at his door asking for employment.



Selfishness in one form or another is responsible for just about all that is not right in this world.



In Emerson's day the world might have beaten a path to the door of the man who made the best mousetrap, but to-day it takes advertising enough to convince the people it is the best, with street and house number given, and mention made of parking space for cars while the trap is being examined.



If men took as good care of themselves as they do of their automobiles this would be a generation of athletes.



Ships rarely fail to reach the places they start for, but their captains generally know where they are going.



Suppose the dog were to succeed in catching the railroad train, he wouldn't know what to do with it. It is quite possible your employer has not seriously considered you for the position you think you are entitled to for the same good reason.



You've got to be a straight shooter if you expect to hit the mark.

listen to this

MANY years ago, a fellow called my stepfather a liar. I grabbed a pitchfork and was in the act of puncturing him, when my stepfather seized the pitchfork, threw it aside and said, 'What are you trying to do? He has but expressed his opinion, and his opinion is not worth anything.' Remembering this incident, and weighing the value of personal opinion, I have gone through life having fewer fights.



It's often the truck a fellow drinks that causes the limousine accident.



Ben Mills, who enjoyed the reputation of being the 'Mahogany Livery Stable Adonis' of Central Kentucky, came to me one day and said, 'Mistah Coleman, I wish't you'd please, suh, give me a few big words.' I asked—'Big words—what do you want them to mean?' His answer was, 'Don't make no difference what they mean. I'm going to a strawberry festival to-night and them niggahs won't know, nohow. I jist wants to show 'em I've got an education.' When I hear a fellow with a third-grade schoolin springing Latin phrases, I am always reminded of Ben.



You are not through work when you have done that you were told to do, but when all is done there was to do.



The 'echo' you hear when 'knocking' a competitor is the sound of nails being driven into your own coffin.



The fellow who tries to beat a railroad train over a crossing gets where he is going some years ahead of the rest of us, but I am not in any such hurry to 'get where I am going.'

listen to this

A NEW YORK man refused to buy my book, 'Take It From Me,' for his employees because ten of the two hundred and forty-eight paragraphs did not appeal to HIM. I am wondering if there is a man on earth who can say two hundred and forty-eight things that would please any one person.



Pretty soon the 1:30 A.M. Radio will broadcast, 'Has anybody seen my husband?'



It's too durn bad that men are not what their wives and photographers make them out to be.



Put smiles in your letters and in your voice when 'phon-ing, then cover your face with one.



The fellow that turns over in bed when the alarm goes off and sleeps away the thirty minutes he should make use of in refreshing himself with a bath, a shave, shoe shine, should for the good of his firm permanently remain in bed.



Stop, look, and listen when you come to a railroad track, but quit doing it when you come to work.



Nearly every salesman in 'making a town,' goes first to the easiest man of all to sell, then the next easiest, etc., leaving the 'hard-nuts-to-crack' for the last. As a result, they leave town wearing a grouch that often costs them the business of the 'easiest man to sell' in the next town. If they would but reverse things they would wear a smile out of every town and be in a better frame of mind to sell the 'hard customers' in the next.

listen to this

NEVER accept favors you can't return. If your income will not permit your lunching at the better cafés, then do not accept invitations from others to lunch in such places. Do not become a moocher. I know a young man who had a wonderful opportunity with a big concern until he became a 'lunch moocher' and ruined himself.



Musicians, singers, and vaudeville performers hold back their best for the 'come back,' but the average salesman is not so wise.



Every responsibility is an opportunity.



A real boss is a man it's hard to tell from the fellows that are working for him.



Ten minutes spent in the barber shop listening to men tell barbers just how to shape their hair and comb it, will convince you there is no such a thing as a 'fussy old maid.'



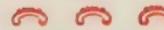
I hate to have some people give me their advice, when I know how bad they need it.



When you have learned how to be friendly with your employees without having them become familiar with you — you're a real boss.



Do what is to be done, whether it be in your particular department or not. Your success and salary depend entirely upon the success and profits of the firm.



Knock the "t" off of can't.

listen to this

If you think it is right to do a thing, why, go ahead and do it without asking so many questions. A fellow asked a negro porter on a train if he could smoke in the car. Displaying much authority the negro answered, 'No, sah—I'll say you can't.' Looking around, he noticed some other men smoking and he asked, 'Well, why is it those men are smoking?' The negro answered, 'Coz they didn't ask me—that's why.'



There are too dawgone many men who think that their praying to God on Sunday forgives them for preying upon their fellow men the rest of the week.



While figuring you are entitled to a larger salary than you are getting it is well to remember that figures often lie.



Never cuss a hundred dollar a month man for not doing a thing just as you would have done it. If he knew as much as you, you might be working for him.



Before you go to work in the morning, look yourself over carefully that you may not be overlooked by those who are to look you over all day.



Somehow I always thought mighty well of that little piece of Western philosophy, 'Live every day so you can look any damn man in the eye and tell him to go to hell.'



When you hear of a woman being jealous of her husband's stenographer, perhaps you'll find she was his stenographer, when he made the discovery his first wife 'did not understand him.'

listen to this

SOME salesmen try to make a thirty-minute solicitation in five minutes, and some merchants pile a little of everything they have in stock in a show window. As a result the buyer is so confused the sale is lost.



Why not attach alimony coupons to marriage licenses and do away with tiresome court proceedings?



If you must say 'what's-the-use,' get your hat and say it to the cashier on your way out.



If you want to find the best story-teller and conversationalist in any office, look for the fellow behind the desk that is piled the highest with unfinished work.



You are what others tell others you are, and your business is just what others tell others it is.—P.S. Read that one again.



If you are out of a position, it is your personal appearance that is going to have much to do with your securing one. And, just as much to do with your holding it. Dress well, it pays.



What you once were does not interest your employer one bit. It's what you are to-day, and what you're going to be to-morrow that counts.



The fellow you hear complaining to every one around the office about not getting an increase, knows darn well he would get fired for not earning what he is getting were he to say anything to his employer.

listen to this

HAVE you ever noticed how much more money some fellows will give to charity when they can stand up before a crowd and yell out the amount than when the appeal comes to them by mail and there is nobody around but God and them when the amount is filled in? And they take a chance God is not looking.



When you go to bat make up your mind you are going to make a home run, not a bunt. Be a 'home run' salesman, not a 'bunting' order taker.



'You can't buy confidence and respect with profanity and vulgarity,' says Coleman Cox in 'Take It From Me.' He ought to say this in the smoking compartments of Pullman cars. (Rotary-grams, Beaumont, Texas.) A dawgone good suggestion.



Now that it's all over, what did you really do yesterday that's worth mentioning?



When a fellow runs across the street, stumbles, falls in front of a car and is killed, the evidence at the inquest usually shows it made durn little difference which side of the street he was on.



If a salesman could only make the arguments to prospects during the day he thinks of at night after he has gone to bed—Eh!



Men who have any considerable amount of money never have much to say about it. Same rule applies to those having religion.

listen to this

OF course it is easy for you to see how your boss could double the business by using your judgment in the place of his own, but he has likely taken into consideration the fact you have had the exclusive use of your judgment all your life, and it's got you nothing.



The man who does not want to find out the facts does not want the facts found out.



The fellow who makes his own way, generally has his own way.



A firm whose store front has not been painted since the building was erected will spend thousands of dollars a year to have their name painted on 'dead walls' in the city, and barns in the country. Their delivery trucks that are seen by thousands and thousands of people every day, as they travel the streets, are never painted from the time they are built until the junk man gets them.



Do you remember the old-time traveling salesman whose side-line used to be, 'Here's a good one I heard the other day'? I haven't seen one of those fellows since the Eighteenth Amendment became operative.



The more a man concentrates on his own business the less he knows about the other fellow's business. If I wanted to buy oil or mining stock at a bargain I would call on our most successful attorneys and doctors.



An interesting talker is one who talks about something the other fellow is interested in.

listen to this

YOU have likely met the man who has nice things to say to every one except at home, and who is polite to all women except his wife. You know the fellow I mean. The one who gets in an elevator with his wife and keeps his hat on until some painted dame gets in.



A young man came in to see me the other day and said he was looking for a position. I admired his honesty. Most of them say they are looking for work.



No corporation has ever grown to be big enough, and no labor organization has ever become strong enough to succeed without the good-will of the people.



As an employee I never asked for a testimonial letter, and I have always declined to read those offered me by men seeking positions. Some one was telling me about an employer who was asked by a man he had just discharged for a letter of recommendation. Turning to his stenographer he dictated the following: 'The bearer has worked for me one week, and I am satisfied that is long enough.'



They were two well-dressed, and rather attractive women. Many turned to take a second look as they entered the café. They were seated next table to me and their conversation started with, "N' I sez to 'im, my Gawd, man, put on a new record, that one's cracked."



We may have another war sometime and if we do I want the front ranks made up of the fellows who greet me with the stereotyped 'wha-diy'kno.'

listen to this

DON'T complain because every one does not agree with you. After having used a dictaphone for a number of years I am surprised when I try to pen a letter to see how much Mr. Webster and I differ on spelling.



Habit is a great thing if properly directed. Politeness, gentleness, honesty, and veracity may be our habits if we will practice these virtues long enough.



When you repeat that which some one has told you, knowing it to be untrue, the Recording Angel charges you up with another lie.



In naming a product you expect to advertise it is well to select some name that offers a suggestion. As example: 'Uneeda Biscuit' or 'Dodge Automobiles.'



Three times the man in the box office explained the exact location of the seat. Then with gloved hands she started in to dig a dollar and sixty-five cents in small change out of a hand-bag filled with an afternoon's accumulation of dress-goods and embroidery samples. In the meantime twenty-seven people standing in the line lost more religion than a dozen ministers could preach back into them in that many Sundays.



Did you ever have one of those 'lead pencil fortune makers' come to you with a scheme to make a lot of money out of a business he is engaged in? The plot usually calls for its being made out of some other fellow's business—about which he knows nothing.

listen to this

A FELLOW rode into a little mountain town down in Kentucky and made it known that he was looking for trouble. The verdict of the coroner's jury read, 'Plain case of suicide.' I met a young man sometime ago who was telling me how little his manager knew about running the business. I saw him again yesterday and he told me he had 'resigned' his position.



A Chinaman has the right idea. He pays the doctor while well, and stops his pay when sick. Why wouldn't it be a good thing to stop the pay of strike leaders as soon as they call a strike?



Any one can tell you something you don't know. Ask questions—then listen.



I could tell those younger in sales than I, hundreds of tricks and schemes I have used in getting in to see buyers, but none of them ever got me any business.



The first fellows who should be jailed for carrying concealed deadly weapons are those going around with 'hammers.'



'Staying with it' has often brought success to men not overly burdened with the qualifications we like to think successful men should have.



Every woman should take a vacation each year away from her family. By her absence her family will measure her full worth.

listen to this

WE frequently try to blame the National Administration, the tariff or the late war for a condition of affairs which down in our heart we know devilish well was brought about by ourselves.



Write every business letter as though it were a telegram and you were to pay for the sending of it.



There is no substitute for Truth.



An incompetent man who through influence or favor has landed a good paying position which he can't fill, is about as well off as the negro who had the bear by the tail.



Don't close your eyes to-night until you can call to mind some good you have done to-day.



More money — more money! Not that they have any need of it, but to possess it, do we see men giving up those things money can't buy. As Puck says, "What fools these mortals be."



The advice of men who have made fortunes is worth more to you than that of those who tell fortunes.



Too many men looking for work quit looking for it when they find jobs.



When a prospect says 'No,' to a salesman's solicitation there's generally a reason—sometimes it is the salesman.

listen to this

DO any of your friends ever ask you to spend an evening with them and then, about the time you are seated and the conversation starts, get up and turn on the radio, so that for the next two hours everybody is yelling his loudest in trying to drown the racket of a jazz band? So do mine.



Selling is having others see things as we see them. Let me tell you a story to illustrate that. A real estate man was standing in front of a vacant store, waiting for a prospective renter, when a bootlegger approached him and said: 'I have a quart of old stuff on my hip, if you would like to have it. It's twelve years old, and as good as was ever made.' The real estate man bought it, and, after taking several good-sized drinks, he was out in front of the place, waving his hat, and yelling: 'The greatest show ever under a roof is now going on in the inside. The only troupe of pink elephants that ever came out of South Africa. Every known reptile in captivity. Every bird that wears feathers. Every monster that swims the sea. And, the price of admission is a dime, ten cents.' A man came up, handed him a dime, walked in, looked around the vacant room, then came out and said to the 'barker': 'It so happens I am an officer. I expect you had better come with me to the station and tell the Chief about your show.' The fellow asked permission to go in the room, which was granted, the officer going with him. When inside he said: 'See here, officer, you look like an all-right sort of a fellow to me, and I'll tell you what I'm going to do. I am going to give you the best drink of whiskey you have had in years. It is twelve years old, and the real stuff.' The officer took two drinks and immediately bought half interest in the show.

listen to this

BACHELORS are said to be more conceited than married men. Should you be interested in knowing why such is true I would advise your 'listening in' on a bridge party some evening when a dozen ninety-pound wives are reducing their two-hundred-pound husbands to boys' size.



These are days when young men are Doing Things. You hear that every day. If you doubt it, then visit San Quentin penitentiary with me some time and I will show you the price that four thousand of them are paying for the things they have been doing.



The difference in value between a kicking man and a kicking mule is not very much—and neither one is an asset to any business.



A fellow in one of our penitentiaries wrote me that the worst men they had to contend with were 'stool-pigeons.' I replied: 'When I was a child, there were a number of them in our neighborhood, and we called them "tattle-tales." I found them in school, where they tried to win favor with the teacher by telling the faults of their playmates. They followed me into business life. As an employee I saw them trying to climb the ladder of success, by pushing their fellow employees down. Later I became an employer, and it was not long until they started coming to me with the faults of the other employees. It being easier to find their faults than those of the others, I fired them. Since then I had lost track of them until your letter came, and I cannot tell you how glad I am to know that they are at last where they belong.'

listen to this

RID your force of employees who come late, go home early, and loaf on the job. The example they set is more often followed than that of other workers who are interested in their work, their future, and the success of the business.



Clothes may not entirely make the man, but they go a long ways toward making first impressions and that counts quite a lot.

**THINK IT OVER
—AND SMILE**

THINK IT OVER

A YOUNG promoter was telling me how foolish I was to be putting money in a savings bank where I would get but four per cent, when by buying his stock I would get at least ten or twelve. I told him I didn't figure I was losing anything, as I was charging the difference up to the restful sleep I was enjoying.



You don't have to know how to sing, it's the feeling as though you want to, that makes the day a successful one.



The poor-house is populated with people who tried to live their lives according to the incomes of others.



Letters of recommendation are often much the same as epitaphs on tombstones. Kind words said to cheer along the 'dead ones' that are to be with us no more.



The best way to get the attention of a prospective buyer is to give him yours for it.



Luther Burbank had worked for three years in perfecting a plant, the bloom was on it, and soon seed were to be taken, and another of his wonderful creations would be given the world, when a woman he had granted permission to visit his gardens plucked it. I know another like case. A salesman had worked for years in securing a very desirable account for his firm, and just as things were getting started off nicely, a 'swivel chair executive' in the sales department who never made a sale in his life wrote him an uncalled-for letter.

think it over

PROMPTLY adjust all complaints, and if a customer wants his money back, give it to him with a smile—if it cracks your face to do it. It's your only way of getting the money back in your cash register.



I don't care to hear anything about my mistakes of yesterday, but if you have any inside information on any I might make to-morrow—pass it along.



If you do anything worth talking about—let somebody else do the talking.



As an expression of friendliness a man smiles and a dog wags his tail. I have never had a dog with a wagging tail bite me, but I have been 'bit' a number of times by smiling salesmen.



You are a successful athlete when you can 'carry' a bank account, 'lift' drafts or mortgages, and 'vault' life insurance policies and other good securities.



Most successful men 'blushingly' credit themselves with being 'self-made' but all failures give full credit to the world at large for their condition.



It is said, 'It takes three generations to make a gentleman.' Yes, and then he rushes into a street-car—parks himself in the only vacant seat—buries his face in a paper—while some old lady—an elderly gentleman—or a mother with a baby in her arms, swings on a strap over him. Then the work of three generations is all shot to pieces.

think it over

TO those young men entering business life expecting immediate success, it might be well to say, that fully one third of the members of the New York Rotary Club held obscure positions until they passed forty: after which they achieved high executive positions.



As the poor old ragged bum bowed his thanks and moved on, my friend said to me: 'I always give old Tom a piece of silver. I knew him as a boy, as a prosperous young man, and I often call to mind his expression: "Have a good time while you're young, and when you get old—keep it up." When I see a young man whose only thought is a 'good time' I picture 'a hard time' ahead for a certain old man.



When a fellow thinks he is 'putting it over' on the boss, the boss is not thinking of putting him over others as boss.



Well, there is this consolation: When you have no money there are no 'high-pressure' salesmen around pestering you about buying 'wild-cat' oil or mining stock. No income tax reports to bother with—your wife has no thought of divorcing you to get half of what you haven't—and no girl is going to sue you for breaking her heart a few hundred thousand dollars' worth.



Did you ever have one of these fellows who hurry in to make a loan, ever hurry to return it? Neither did I.



It is so much easier to hold the job you have than it is going to be to find another one. I have noticed, that when a fellow is entitled to a better job, it comes to him, and he doesn't have to go around looking for it.

think it over

NO, I don't think I am confessing myself old or old fashioned when I say that I nearly always feel the need of a mental and a moral bath after seeing the average moving-picture show.



The best book of advice I know anything about tells us exactly in whom we can place our trust, but we've gone ahead trusting to luck, relatives, stock salesmen, and supposed friends—and—well, you know what's happened.



When an employee shows up for work with a rip in his coat, or a few vest buttons missing, he either needs a wife or a divorce.



'Let's go' is the right sort of a spirit for a young fellow just starting business life to have, but as soon as he finds the job he fits he should forget it, because many the young man 'lets go' just about the time he should be holding on.



Some married women seem to think that 'team work' means that it's the husband's job to make the money and theirs to spend it.



Sales contests often bring in orders from firms never before sold—and, before the money is collected the firm wishes they never had been.



Most people seem to think 'Am I my brother's keeper?' is a personal question jailers and keepers of insane asylums alone should answer.



When a fellow stops trying—he starts lying.

think it over

EVERY now and then I hear some half-baked young girl, or hard-boiled old maid telling of some most terrible experience she has had in being insulted by a 'horrid man.' I think my wife is just about as good looking a woman as there is in the country and in all of our traveling around over these United States no man has ever insulted her or treated her other than as a lady. Possibly that is because she has never gone around looking for insults, and has, at all times, conducted herself as a lady.



It is the business of lawyers, doctors, and bankers to listen to, and relieve you of your troubles, and if they can't do anything for you—why tell 'em to me.



The salesman who thinks he can't, usually gets the 'Can't' without the 't.'



A young man's life troubles have commenced when he starts borrowing money to buy the non-essentials of life.



Mr. Rodin didn't help the world along much when he made his 'Thinker' in a sitting posture. The fellow that does his thinking these days sitting around with elbow resting on knee and chin on fist is going to get run over by those who are on their way to 'do something' and are thinking out a way to do it while on the way.



You run no risk of getting into any argument, when you tell a man that his success can well be attributed to his good business judgment, and hard work, while the greater success of his friends is nothing more than luck.

think it over

I DON'T know but what the Frenchman has the right idea. That is to say, I had just about as soon have a fellow kiss me on each cheek as to fill one of my ears with his imaginary troubles, the other with his ailments.



Three men were seated on a bench in a park—Two of them were telling what was wrong with the business world —The other one was broke and out of a job, too.



'How can I get ahead?' is the question that is bothering those who have heads they are not using.



An easy way to find out whether a fellow is on his way 'up,' or 'out,' is to ask him what sort of a man his employer is.



I think it was a great mistake to give some men both tongues and brains, for having one they seldom use the other.



If you have a business that can't get along without you for a few days, then the undertaker ought to collect from you in advance.



When told you need to exercise, it is just possible your adviser means mental and not physical exercise, or feels you could exercise a little more judgment in overcoming evil with good.



Many a man credited with writing good business letters should have Lloyds write him a policy on his reputation, for it would be a total loss were his Secretary to quit him.

think it over

VAUDEVILLE performers, knowing they are going to have to come back, hold their best for the encore.

Not so with the average salesman. He tries to tell everything he knows the first interview.



There are some things no man can do, and they are the things he THINKS he can't do.



When you think you are in trouble, the trouble is in you.



It is not the going to college, but what you come away with that counts.



'The devil gets his dues,' and so does the young man who gets the idea in his head he's a 'regular devil.'



'Love thy neighbor as thyself' is looked upon by some as being impossible because they think it refers to the fellow living next door who raises chickens that do their scratching in their gardens—starts pushing a lawn mower at six-thirty Sunday morning, and has a half-dozen bad youngsters he makes no effort to control.



We credit successful men with being quick thinkers. Not always so. What they do is to act on first thought, while others want to think it over. Our first thoughts are usually our best, and when we do not use them, doubt, the mother of fear, steps in, and fear always has stood, and always will stand between us and success.



Some men lie with words—others with pleasant smiles—and friendly hand-shakes.

think it over

SUPPOSE a retail salesman were to approach a customer and make the same sales talk the advertising man has written and printed, and suppose the advertising men were to print the salesman's talk—I say—suppose.



Unless you do a little thinking and planning to-night you are not going to be any better man to-morrow than you were to-day.



Fear is an Oregon Boot on the leg of progress.



Time spent in looking for faults in others could best be used in correcting our own.



When you are listed among 'Who's Who' you will be in a position to say 'What's What.'



I suppose you, too, meet many fellows who can remember when they could have bought an acre of land right in the heart of the city for less money than a few feet now sell for. But, before you waste any tears over their 'losses' remember they had no more money with which to buy the acre, than they now have to buy a few feet.



When I see a fellow showing up late for work, and sneaking away early, I am reminded of the two Southern negroes who were reading the epitaphs on tombstones through the iron fence of a cemetery. One read from a large monument, 'John W. Brown, not dead but sleeping.' The other negro said, 'Not dead but sleeping—Eh. Say, that white man ain't kidding nobody 'cept himself.'

think it over

A CIGARETTE manufacturer got right mad about something I said in one of my books regarding cigarette smoking, but inasmuch as he makes and sells them, and I do the smoking and morning coughing, I still contend I knew what I was talking about.

* * *

You can't hope for success— You've got to 'hop' for it.

* * *

We all want the newspapers to print the truth— so long as they leave our names out of it.

* * *

I want to always want, and I'll never be satisfied to be satisfied.

* * *

Too many young men want credit for more than they do, and accept credit for more than they can pay.

* * *

The salesman who knows what he's talking about has but little to say.

* * *

The law says the pedestrian is entitled to the right of way, but having the law on your side, and a ton truck on your back is a darn bad combination.

* * *

You have heard one person in church, or at a theatre cough, and start all others to coughing, and, you have seen a person yawn and start others to doing so. Then again you have seen smiles that put others to smiling, and you have met happy people who made you happy—Do you get the idea?

* * *

Quit making excuses and start making good.

think it over

FOR a year or more we lived in the same hotel. He knew who I was—I knew who he was—He'd look at me—I at him—Then one day somebody said, ‘Mr. Jones this is Mr. Cox’—and ever since then we have been good friends. I have often thought of my going without his friendship for a year just because of ‘damphool formality.’

* * *

Dislikes for others are not always formed because of *their* faults, but because they have found out something about ours.

* * *

Many a father sends a perfectly good son to college and only gets a ‘half’ or a ‘quarter-back.’

* * *

Work eight hours, play eight hours and sleep eight hours; but if you want to hold your job, don’t try to do all three between the hours of 9 A.M. and 5 P.M.

* * *

The only time some men ever have an opinion is when they are called for jury duty.

* * *

When the prospective buyer is not a willing and interested listener, you are wasting a sales talk.

* * *

Mr. Irving T. Bush was telling me about a friend of his who employed five hundred men, and because of business conditions found it necessary to drop a hundred from the payroll. Not wanting to discharge any of those who were interested in their work, he secured the names of those first to appear in the washroom to make ready to dash out of the building immediately the hour hand pointed to five, and as their names appeared they were discharged.

think it over

I HAVE heard many gabby men talk—drunk and sober—but I have never heard one say anything unkind or disrespectful about his wife, outside of a divorce court.
P.S. Married ladies will please read that one over again.



The only things that 'come to you' that are worth anything are thoughts to be used in 'going after' the things you want.



When I hear the 'never had a chance' yelp of a failure I can but think Edison never had a phonograph or an electric light—Ford didn't have an automobile, and Wright Bros. had no aeroplane until they made one. You can take it from me, boy, you'll never have a chance until you make it.



Talk about your scare-head advertising—out here in San Francisco a minister had a large sign painted and put up over the door of his Church, that read: 'Don't wait for a hearse to bring you to Church.' Bygeorge, I'll say this for him—he put me to thinking.



Many a fellow considers himself a salesman because through sympathy his personal friends give him enough business to hold him his job.



You will have less worries, when you have no secrets of your own, and refuse to be trusted with those of others.



Sometimes I wonder if all the politeness in the average place of business should be behind the counter. Wouldn't it help if the buyer were considerate, and as affable as he thinks the salesman should be?

think it over

DO you remember when you were a boy how easy it was to coast down a hill, and what an effort it was to get back to the top again? It is well you remember, because the experience ought to be worth something to you in your business life.



We are entirely too liberal. We give too much time to worrying about the affairs of others, and in giving others advice we should be taking.



When I was a boy I had one of the best rabbit-running dogs in Kentucky. The funny thing about it was, he didn't want the rabbit when he'd catch it but was ready to run another one. Well, sir, I so often think of that fool dog when I see men who have accumulated one fortune, another, and another, and are running themselves to death to get another one.



You will never amount to much so long as you worry about the amount you are paid.



Another thing I have never been able to get through my head is, how can a man figure himself a salesman when he can't sell his own services, and wants you and me to unload him on some of our business friends.



I have been a salesman, and sales manager for more than thirty-five years. I have seen all sorts of contests, bonus schemes, etc., tried out, but my experience has been that the most loyal workers, and dependable producers are those who are paid what their services are worth in real money on the first of the month without ifs and ands.

think it over

OF course there is this way of looking at it too—if you are not young and good-looking enough to cause a man to give you his seat on a street car—you have the satisfaction of knowing he does not look upon you as being old enough to need it.



The secret of success in selling is a man's ability and honest desire to put himself in the buyer's place.



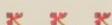
When you are looking for sympathy you are not liable to find business.



The click, click, click of the wheels on the rails tell you that you are getting nearer and nearer the end of your journey—and—the tick, tick, tick of the clock tells you the same sort of a story.



When one of those fellows, wearing the same smile of sincerity as that used by a floor walker, and possessing the modesty of a politician, applies for a job as salesman—stay off of him.



Some salesmen know nothing whatever about scientific salesmanship, and if it wasn't for their bringing in more orders than those that do, the chances are they'd all be out of jobs.



It is not so hard to believe that a good wife is often responsible in one way or another for the success of a man when we try to call to mind the bachelors whose names stand out as having accomplished something worth while in life.

think it over

THEY were talking about a certain lawyer, and some one remarked that he was a very smart man. My father-in-law said, 'Yes, he's smart, but it's damn mean smartness.' Likely you, too, know of a few of the same kind.



Going to church on Sunday is not going to be worth much to you unless it regulates 'your going' the following six days of the week.



Money may not mean success, but it is often necessary to have something that represents it when you approach a banker for a loan.



The employee who is constantly complaining about not getting what is coming to him usually gets it.



When some women come to you for advice, or information, they seem to feel, that in order to show you they are interested in what you are trying to tell them, they must interrupt you every half-minute and politely call you a liar, by saying—'Zatso?'—'You don't tell me,' 'You can't mean it,' and 'I can't believe you.' Then you feel like saying 'Oh! Wotsthause.'



Yes, I too have heard a lot of business men say that when they pulled down the top of the desk they forgot all about business until the next day. Like you, I never believed them.



The best way to get the job of the fellow ahead of you is by helping him get a better one.

think it over

REMEMBER that only you and your closest personal friends know about your wealth, and when you go around dressed like a 'bum' all those that do not know you intimately look upon you as being one.



The hardest job of all is that of finding a soft job.



I often wonder what has become of the old-fashioned girl—the one that does not look upon every year as being Leap Year.



It was five o'clock—the employees whose day's work was done were passing through the Main Office—on their way home—with that happy 'nothing to do until to-morrow' feeling. As they glanced in the Director's Room, they saw the Officers who were assembling for an important conference that would likely last far into the night. As the employees looked at their employers each thought, 'When I get where they are, I will be happy.' As the executives looked at the employees they thought, 'When I was where they are, I was happy.'



I have no sympathetic tears to shed for the fellow who invests his money in some sort of a 'sure-thing game' by which he expects to get something for nothing—and gets nothing.



The success of Grand Opera singers, and vaudeville performers, depends greatly upon their being properly dressed to play their parts. This truth might be worth something to dentists, lawyers, doctors, salesmen, office workers, and all others in professional, and business life.

think it over

BEFORE you ask for an increase in salary be sure you have it coming to you and can conclusively prove it to your employer. Then if you don't get it—quit—for you'll never be worth two whoops to the firm or yourself by staying on the job.



Many employees look upon a promotion as being a soft job, big pay, and lots of authority. The 'exercising' of authority usually ends the dream in a short while.



I have never known but one cure for nervousness and fear, with which so many salesmen are affected—Truth and Honesty.



So many sales conferences remind me of service stations, where more gas is taken on for another trip.



It takes that which you 'go after' to offset that which you have coming to you.



At least nine out of every ten, so called, secrets are cowardly lies.



To be happy, appreciate more the things you have and worry less about the things you have not.



Somebody was telling me of a young fellow who conceived the idea the firm he was with could not well get along without him, and made known to his employer, the fact that he was going to quit, unless he was given an immediate and substantial increase in salary. His boss answered him by singing the second line of, 'Hail, Hail, the Gang's All Here.'

think it over

I HAVE met quite a few employees who frankly confessed they knew more about the running of the business than their employers and, I have met a lot of old maids and bachelors who were authority on the raising of children. P.S. I think the same thing that you think about them.



Have you ever tried looking upon Life as a firm with which you have an account whereby you are charged with the wrongs you do and are credited with the good deeds done? And before closing your eyes on a finished day, do you ever look over its pages to see if you have any credits with which to start another day? I find this a pretty good idea. Suppose you try it.



If you will take the bull by the horns you will get along better than you will by trying to peddle it.



A conscience, like the taste for olives, needs to be cultivated.



If there is any one man for whom I have mighty little use it is a 'Button Brother.' You know who I mean. The fellow who covers the lapel of his coat with the biggest emblem he can buy of some secret order, expecting it to get him business enough to enable him to hold his job, or loans to hold him up in case he loses it. Take my tip and stay off of the 'Button Brothers.'



A successful salesman takes truth, honesty, confidence and common sense, wraps them in enthusiasm, puts them into what he has to sell, and the prospect says: 'I'll take it.'

think it over

MANY after dinner talkers remind me of the resident of Dixieland who in giving an attorney his reasons for wanting a divorce said: 'Boss, all that woman does is talk, talk, talk day and night. She don't know when to stop or how to stop.' The attorney asked, 'Well, what does she talk about?' Rastus answered, 'She doan say.'

Men become successful by being careful and remain successful only so long as they are careful.

Standing on your dignity is all right, just so long as it does not elevate you so high, that you cannot shake hands with a real man.

All any firm asks, or expects of a new employee is that he be fifty per cent of what he claims to be when he applied for the job.

The great big double-fisted, uneducated, ill-mannered rough-neck whose father willed him a hillside farm on which oil was found is now known in Polite Society as 'a He man.'

Every man lives in hopes that his ideas will some day work—so he won't have to.

Yes, it's true, Henry Ford, Thomas Edison, and Charles M. Schwab accomplished what they have by working eight-hour shifts—about two or three a day.

Much depends on what an employee has in mind doing as to whether or not it is a good idea to keep one of these 'Do It Now' signs staring him in the face.

think it over

I DON'T know anything about golf but I'll bet the over-enthusiastic young lady beginner, who when asked what she went around the course in, replied, 'In my sport-skirt and sweater,' didn't give the right answer.



The only way you will ever fit yourself for the doing of big things is by practicing the doing of little things well.



The putting of four-wheel brakes on a car that is to be driven by a man or woman with a head full of loose wheels — don't mean anything.



Have you ever tried making friends of people who were not your friends just by treating them as though they were your friends?



I reckon it's because that in business they are used to figuring the worth of a concern by its liabilities that you hear so few men boasting of belonging to some church.



Undertakers are the only people in business who hear nothing but kind words spoken of every one.



It takes so little to satisfy a self-satisfied person.



Many men not only believe in dreams, but get mad when you refuse to loan money on them.



There is this to be said in favor of a hamburger steak, young onions, and Welsh rarebit. If they disagree with you, you know it—they don't smile and 'yes' you into thinking they agree with you—like a lot of people do.

think it over

IT was on an early-morning street car—she looked to be a stenographer, or telephone operator—and carried a library book and sewing-basket. I heard her say she was working down at so-and-so's, and the idea struck me it must be a very busy place.



They say a growling dog seldom bites, but a growling employee has, usually, bit off more than he can chew.



When a salesman shows signs of fear, the prospect gets it as quick as a youngster catches the mumps.



Firms that periodically advertise that they are going out of business sooner or later tell the truth.



Some salesmen forget it is repeat orders, and not repeat calls, that bring in the money to pay their salaries.



The fellow who 'overlooks' things is never made an 'overseer.'



It is said 'we live and learn,' but so many people only live.



I met the late Bill Smith on the street the other day. As a boy Bill was always late at school and when he grew to be a man, if he wasn't just too late to get a job, he was late often enough to lose it. He said he was a salesman for some firm and was complaining about his just having lost a nice order. I did not have to ask how the order was lost, not by the 'late' Bill Smith.



A popcorn wagon does more blowing than a bank—but—

think it over

FEW men ever tell you anything about their losses on horse races, poker, or through buying stock in worthless wildcat schemes; but they can give you an hour's oration on a minute's notice of their having at sometime in life loaned a fellow five or ten dollars they didn't get back, or about their having donated a few measly dollars to some worthy charity.



Too little wind spoils many a sail—And too much 'wind' spoils many a sale.



The longer an argument lasts, the less part truth takes in it.



A buyer don't want to believe the pessimist—can't believe the optimist—so—a salesman with a full set of brains comes along—talks sense—and—gets the order.



One time I was in a country store down in Kentucky and the old fellow who ran the place had just tacked up a card that read 'terms strictly cash.' A town 'rounder' came in and read it aloud. The old fellow said, 'the right people always see those things.' I have so often thought of that when I would hear employees finding fault with some 'roast' that appeared in a general letter or house organ got out by their firms.



When a prospective buyer tells you he will 'think it over' he has told you all he is going to do—nine times out of ten.



A 'satisfied employee' is quite often one who is getting more salary than he feels he is entitled to.

think it over

YOU would think that the time to advertise would be when the people were not buying, and business was quiet. That is what I told a merchant I was trying to sell some advertising, and he said, 'Yes, and I suppose the best time to go fishing is when the fish are not biting.'



Honesty pays—you've heard that all your life—but, let me tell you something—if you are honest because you think it pays—you are not honest.



It is claimed a machine has been discovered that will make a man tell the truth, but a guilty conscience will always be the one best thing to depend upon.



I believe that every employee should fill his job with dignity—and—I further believe—the harder he 'digs' the longer he'll fill it.



I don't know but it would be a good idea to have some sort of a traffic officer go through stores and tie tags on those women who have been 'Parked' for an hour or more while trying to fit a hat or a suit to a husband.



I know a fellow who failed in business because the wives of men having such modest incomes as ten thousand dollars a year were so embarrassed when they approached his extravagantly dressed salesladies they quit coming to his store.



When you can look into a mud puddle and see something besides mud, and into the heart of a man and see more good than bad, you will never again be able to list your friends.

think it over

THE President of our Company once said to an employee, 'We are paying you too much money for what you are doing, and not enough for what you ought to be doing.' Often the case.



Well-read men are more often 'better quoters' than thinkers.



Quite often an employee gets the idea in his head he is entitled to an increase in salary—tells his fellow employees—and they help along his imagination by agreeing with him. He thinks and talks it until he believes he has it, and starts spending it. At last he takes it up with his employer, who tells him something different—then he is in the middle of a 'ellofafix.



I expect some of you 'old-timers' can remember when 'Where is My Wandering Boy To-night' was a popular song. We seldom hear it now. About as near as some mothers and fathers can come to answering the question the song asks is, that he left home in his car right after dinner, and every time the phone rings they think it is the police station telling them where he is.



I don't mind a fellow quitting his job to show his independence, if he wouldn't come around every few days to touch me for money to live on until he can find himself another job.



Some one has said: 'It's the songs we sing and the smiles we wear, that's making the sun shine everywhere,' and, take it from me, he said something.

think it over

NO man wants a hat or suit that is far too big for him, but I have known many employees to feel they were being unjustly treated because they were not advanced to positions that were.



When you know how to spend money, you will automatically save money. Trying to save money by becoming selfish, and practicing petty stinginess will never make you a successful man.



Circus performers doing trapeze work are confident enough of success, but they prepare for a fall by stretching a net. Most men in business become so blinded by their expected success they never prepare for a fall and—



It is easier to obey the Biblical injunction to love our enemies, if we will bear in mind that our enemies do not ask us to endorse notes, or to listen to their imaginary troubles.



We so often hear a young spendthrift referred to as being a 'good spender.' Such is far from being true. A good spender is one who knows the value of a dollar, and can buy a hundred cents' worth with it.



It is the fellow with the 'block head' who goes around with a chip on his shoulder.

MORE THAN LIKELY

MORE THAN LIKELY

I WOULD like mighty well to have some money, and when I think the price is right, I always try to lay in a few dollars, but darn my cat-skins if I'll pay the price I see some fellows paying.



There are many faults to be found in this little booklet—and, the right people are pretty sure to find them.



'Go To It'—or take what's coming.



You are going to be that which you make out of what you are.



When we go grousing around, with the feeling that we deserve more than we get, we are pretty sure to get what we deserve.



Look natural, and don't wait until you are in your coffin to do it.



It matters not what you are selling, you can never make it look any better to a prospective buyer than it looks to you.



As he rushes through the main office he tells his operator to get you or me on the 'phone. She does, and then we wait, and wait, while she tries to locate him somewhere around the place. After many minutes, during which our business has been suspended, she tells us that Mr. No-Respect-for-Other-Men's-Time cannot be located, and that she will have to call again. Then I think what you think.

more than likely

I DON'T know, which is of the greatest value, Memory or Forgetfulness. While memory brings back my old friends, and the happy days of long ago, Forgetfulness puts out of mind the mistakes made, regrettable things said, and done, making life more enjoyable.



Not until you quit excusing yourself, and accusing others of being responsible for your failures, will you ever amount to a hill of beans.



It takes the combined efficiency of a salesman, shipping clerk, and accountant to make a customer.



Anyway, the fellow with his nose to the grindstone is not sticking it in somebody else's business.



A leader is one who follows instructions.



In San Francisco we have three afternoon papers; two selling for three cents, one for two cents. On a much-traveled corner stood two grown newsies, selling the three-cent papers. Their ambition seeming to be, to see which could yell the loudest. A little boy with the two-cent papers stood close by, watching every sale they made, and as they would hand a buyer two pennies in change, he was right there, and with a smile and pleasing voice would say, 'Mister, those two pennies buy my paper.' Then the man would smile, hand them to him, and take his paper. While the other two were doing all the talking, and making all the noise, he was using his head, and making as many sales as both of them put together. You don't have to be a newsboy to profit by this story.

more than likely

IN giving a business or a product a name, always select one that will create friendliness, or suggest an enjoyable experience. Since 'taxies' sounds so much like taxes I have wondered at their success.



Because they are fluent talkers, many young men get the idea they are natural-born salesmen, when what nature intended them to be were barbers.



An increase in overhead is usually brought about by an increase of swell-head.



When employees do not stay with a firm, customers seldom do.



Another good Declaration of Independence is a paid-up life insurance policy.



The first thing to learn about driving an automobile, is how to stop it. The same well applies to making an after-dinner talk.



I have known more employees to refuse to leave the firm they were with, to accept a position with a competitive firm at an increased pay, than I have known to accept such offers. Real human-being treatment and little acts of kindness, along with expressions of appreciation, mean far more to a worth-while employee, than a few more dollars.



Repeat orders usually come from salesmen having sold the clerks, who sell the consumers, that which the buyer bought.

more than likely

PUBLIC speakers are always quoting famous men, but never have I heard one quote a lady. To refresh the minds of married men, I am going to ask, who among you can give the name of that great American woman who said, 'I-want-a'—'I have nothing to wear,' or 'Who's driving this car?'



Overcoming adversity will bring you prosperity, and overcoming prosperity will prove you to be a real man.



Yessiree, 'Opportunity knocks at every man's door' and it keeps on knocking for those that keep on hearing.



Mercantile agencies can tell you what a man has, but his house servants can come nearer telling you what he is.



A merchant was telling me, that there was far more pleasure in pursuit than in possession. Remembering how he had run after me for my business until I gave it to him and the little attention he has since given it, I agreed with him.



Sprinkling the sidewalk with his tobacco juice, he said to me, 'I'll tell you, we have a lot of laws that we need to enforce a blankety-blank sight more than this prohibition law.' I said, 'I think you are right, and I would suggest first the enforcement of the two you have just broken—spitting on the sidewalk, and using profanity in public.'



About all a bass drummer does is mark time, and make a lot of noise. I have met a number of salesmen that missed their calling.

more than likely

WHEN a manufacturer produces the best piece of merchandise possible, and with advertising creates a demand for it, a man is confessing himself a mighty poor merchant, when he must offer the consumer his profit, in order to sell it.



Talk will keep an idle tongue going—but not a business.



We are governed by habits. Being honest and truthful are two of the best to cultivate.



When I receive a letter signed with a rubber stamp that reads, 'Dictated but not read,' or 'Left the office before reading,' I know it is from a 'golf-hound.'



The masked footpad who meets you on a dark street, and tells you to 'put 'em up' takes less of your time and money, than the one masked as a friend, who comes into your office and peddles you some worthless stock.



So many fellows that take advantage of opportunities, look upon their friends as being such.



Should your employer ever suggest you taking advantage of any one in any manner whatever, quit him quick, and find another job. The selling of your personal respect and future, for a few dollars, is mighty poor business.



Being a member of a church, fraternal and civic organization is no proof you are a real honest-to-goodness man. It only means you have been given an opportunity to associate with real men, that you may prove yourself to be one.

more than likely

THERE are many times when an employer would like to give some employee an increase in salary, but does not do so, because he knows he would at once 'confidentially' tell every other employee around the place, and have them all going around wearing gourches.



As sure as I become convinced that this old world is not using me any too well, and start feeling sorry for myself, here comes some blind man down the street, feeling his way with a stick, wearing a smile, and whistling. Or some fellow with one, or both legs missing. Then, dogonit, I have to go back to being happy again.



The living of life the easiest way, sets for to-morrow a price that is hard to pay.



He stood upon the narrow sill, washing the window of my office from the outside, and on the tenth floor, without any safety device, whistling away, as though he was standing on the ground in perfect safety. I said to him, 'Why don't you protect yourself with a strap?' In broken English he answered, 'I have confidence in myself. When that is gone, I am gone.' You don't have to be a window-washer to get the idea.



The man that hard work kills, is usually the fellow that accomplishes nothing.



When I see stenographers and switchboard operators on their way to work with library books and sewing baskets, I can better understand why Central gives the signal, 'they don't answer.'

more than likely

WHEN Tom Lee, the Memphis negro who saved thirty people from drowning when a boat went down in the Mississippi River, was asked how he was able to accomplish such a seemingly impossible feat, he answered, 'Well, Suh—Ah jist kept on goin' after 'em 'n' git'n' 'em.' I don't know but what salesmen would profit by adopting Tom's system.



When a salesmen is paid less than he is worth, he is usually worthless.



Boys and brooks that run as they may, grow to be crooked men and rivers.



I can remember when neighbors used to come in to spend the evening, and we would discuss books, music, art, civic and national affairs. But, civilization has advanced, and now we talk dieting, golf, new cars, the raising of other people's children, and wind it up with a game of bridge.



Right after delivering a ten-minute oration about the tipping evil, he told me what he thought of the firm he was with because they failed to give him a bonus check the first of the year.



The most talkative salesmen are those representing firms whose business methods cannot speak for themselves.



An old employer of mine once said to me, 'Think, think, but quit doing it when I tell you what I think should be done, for you invariably think up some way of doing it, which I think is wrong.'

more than likely

THE greatest waste of advertising money comes from the writing of that which will appeal to the vanity of the heads of the firm, in the place of being of enough interest to the prospective buyer to cause *him* to read it.



Listing imaginary troubles of the day in the morning, and reading them over at the close of the day, after all have failed to happen, is a right good way to cure the worry habit.



Real salesmanship is a cultivated gift of nature, and not a gift of gab.



Necessity is usually the messenger that brings a man his opportunity.



I expect there are banks in your town that you can't take a dime out of, because you never put a dime in them. And, more than likely there are a number of clubs and secret orders that you have joined, but are getting nothing out of, because you put nothing in them.



Yes, the passing of the woodshed has had much to do with the increasing of business in juvenile court.



I hope that the talked-about contraption that will enable those talking over the 'phone to see the party at the other end will be perfected, for I would just like to have some of these stock salesmen see how I look when they call me up, and try to unload some 'wild-cat' stuff on me.



Salesmen that keep on looking for business are as sure to find it as are those that are looking for insults.

more than likely

LORD preserve the 'middle class' for it is they who give us our daily bread. Having our friendship, our friends give their business to our competitors, that they may make friends of them. Our enemies will not patronize us, so it is upon the 'middle class' we must pin our faith.



Before joining a golf club a man visits and investigates them all; I wonder how that would work out in joining churches.



The fellow that is overtaken by Adversity, is usually riding a 'high horse.'



Ever so often it is a good idea to take the square plugs out of the round holes by changing employees around to jobs they better fit.



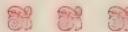
Have you ever visited one of those so-called homes, where the furnishings were bought for show, and not for comfort, and felt as though you were in the display room of a furniture store, and were uncomfortable because you feared that occupying of one of the chairs might spoil its sale. So have I—and, I suppose that is why I feel so much at home at our house.



One drawer of my desk is given to personal letters from old friends, and when I want to free my mind of business, I take out one and answer it. The mental visit, and little chat I have with some friend in other parts is most refreshing and restful. And, I believe it causes me to put a little more friendly, human-being sort of feeling in the business letters I afterwards write.

more than likely

THE poison-tongued 'gas bags' we have in this country are killing off more good men and women every year than we need have any fear of being killed by foreign gas bags crossing the sea.



When your employer finds out he can bank on you—you will bank more.



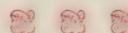
The easiest way to sweeten your disposition is to free your mind of bitter thoughts.



It is your standing with your firm earned by faithful service and loyalty, and not your 'stand-in' with some manager of a department, that counts for something.



Can you call to mind a successful salesman who is not a conservative dresser, possesses a pleasing voice, and talks with sincerity that inspires confidence? Neither can I.



The young man who feels he is running the business the first few days he is on the job, seldom enjoys the actual experience.



I cannot think that all human beings are put together alike, the same as a dollar watch, and for that reason, I never get overexcited when some fellow starts telling me, that I should live my life as he is living his. Some time ago, the world's greatest athlete stood before three hundred and more Rotarians in San Francisco, and told us how to live our lives, that we might become active, healthy men of old age. His own over-tasked heart quit on him in less than ten days.

more than likely

HAVE you an acquaintance whose every conversation starts or ends with, "sfunny thing"? So have I. Met mine the other day and he said, 'I saw a man and his wife killed in an automobile accident yesterday. Funniest thing I ever saw.'



We will not see our faults, our friends never tell us of them, and our enemies glory in, and advertise them. So, taking it all in all, if we ever amount to much, it's almost an accident.



'When I make up my mind, that settles it' is a common expression among those that have settled at the bottom of the ladder.



Cold coffee, charred toast, or the wind having blown the morning paper away, has caused me to hold off the making of many a sales talk until later in the day when the prospective buyer became normal.



A friend was telling me about some fellow having expressed a dislike for me. I answered, 'Since we have only been acquainted a year, that means I lived fifty-three years without him. Having done that once, I ought to be able to do it again, and that would take me to the age of 106—possibly by that time I will not care.'



When it takes some sort of a prize contest, a promised bonus, or the humiliating thoughts of not making a creditable showing along with other salesmen, to cause you to get out and sell—then you are a good man for your firm to get rid of.

more than likely

IT is said, that talking to yourself is an indication of insanity. Where a fellow is excusing himself of his faults, or congratulating himself upon his greatness, I feel there is some truth in it.



A friend remarked, 'See that man over there? He is worth a million dollars. To look at him you would not think it. He cares nothing for personal appearance, nor the pleasure of life, and he never gave a dollar to charity. And, yet he is worth a million dollars.' I answered, 'You mean, he *has* a million dollars. He is not *worth* thirty cents.'



After a glance, he passed it back to me, saying, 'This may be advertising, but it don't appeal to me.' I answered, 'I am glad you noticed that. It was not written to appeal to *you*, but to those that are prospective buyers of that which you have to sell.' He got the idea, and the advertising got the business.



I had rather look upon all men as being honest, and lose a bet now and then, than live a life of suspicion and distrust.



Because of my many years' experience in sales, I have often been asked if I have any fixed rules for selling. I have, and here they are. First, I find out, who could with profit buy that which I have to sell. Then I find out for sure that they could pay for it in case they bought. Then I go ahead and make the sale.



While the optimist is seeing the future, and the pessimist the past, is a good time for a real salesman to get out and see prospective buyers.

more than likely

I RECKON I'm looked on as being hard-hearted, and more than likely I am, but try as I may, the sad tears will not come with a flow sufficient to wilt my collar, as some great big work-dodging young man, posing as an entertainer, parades around a café singing, 'That dear old mother of mine.'



What you don't know won't hurt you. But I get tired listening to it.



There is always a kind-hearted old lady living in some hotel, who never knew what it was to be a housekeeper, that is ready to save the 'down-trodden working class' when the price of milk is advanced a cent a bottle, or bread a cent a loaf. The price per 'rescue' is an interview and her picture on the front page of the newspaper.



To reach Success you've got to go straight. Every crooked turn you make lengthens the trip.



It is all wrong to assume that your friends know all about your business and will sooner or later give you an order. As example. Some years ago I was sent to a certain city to sell. I asked the local manager about a very large concern. He said, 'The manager is a very close friend of mine, and when he is ready, he will come to me.' I asked if I might call on him, and with a laugh, he gave his permission. The second call, I sold him one of the largest contracts ever written in the city.



Not until you put selfishness out of your life, can you hope to bring happiness into it.

more than likely

SUPPOSE you were to buy an automobile from a man, paying him his price for it. Then suppose that he would want to use it himself, just as he saw fit to do so. Then, suppose again, you were to sell your time to a firm for so much per day, and—Well, you get the idea, don't you?



You can better judge a man's religion by talking with his neighbors, than by his ability to memorize lodge rituals, and sing solos in church.



When a man says 'yes,' he nearly always knows what HE is talking about, but when he says 'no' he doesn't know what YOU are talking about.



Never complain about a clerk or an office worker wearing his hat during business hours. They more than likely need woodpecker protection.



Not that I am at all in sympathy with young 'speeders,' at the same time, before Dad 'kicks up too much fuss' about Billy's having stepped on the gas, it might be well for him to call to mind the way he used to lay the whip to Old Dobbin, sending him through the streets at a 'break-neck speed,' which in those days was just about as dangerous.



Keeping your clothes well pressed will keep you from looking hard pressed.



Yes, travel is a real education. One day aboard a Pullman, with occasional visits to the smoking-compartment, or club car, will teach a fellow more vulgarity and profanity, than he would learn in months around home.

more than likely

ANOTHER thing that ought to be done, is to have a municipal siren blow every afternoon at four-thirty, to let all 'do-nothing gad-abouts' know they have thirty minutes' time in which to take a street car for home, before the seats are needed for tired workers.



William Brown wanted to perpetuate the name he had carried through life, so when the first offspring arrived, he was given the name of William Brown, Jr. As a result, he finds himself at middle age known by all as 'Old Bill Brown' while the youngster is 'Young Bill.'



Yesterday is of no further value to you to-day than to use in estimating your worth to-morrow.



Possibly some of you Old Timers will remember when the Police Gazette was barred from the mails because women were pictured wearing tights. The Rotogravure Sections of the Sunday papers convince me they should have their mailing rights restored to them; provided they can prove the pictures were made in Alaska, where a certain amount of clothing is necessary.



I hope I will never accumulate enough money to cause me to feel I can disregard my personal appearance, and go around looking like a tramp.



Nearly every employer remembers what Sis Hopkins said about 'there ain't nothing in doin' nothin' for nobody that ain't doin' nothin' for you.' That is why a lot of employees' salaries are never increased. P.S. And it is often the reason employees do not do more work.

more than likely

ANY time you mail a business man a poorly mimeographed letter, in a cheap envelope, bearing second-class postage, with the thought he will place no further value on it than you do, and pass it to the waste basket unread—you win.



'No man ever gets too old to learn' and few ever become old enough to do so.



Because excitement expelled fear from the mind, many a man wears a hero medal.



Keep asking questions. You will never meet a man who cannot tell you something worth while that you do not know, however humble his position in life may be.



It is said, 'Every man is entitled to his own opinion,' and so he is. All would be well, if he would keep it, and not insist upon imposing it upon others.



If you need it—really want it—have the money—and can spare it—why, doggone it—go and buy it. It is not what you deny yourself, but that which you can buy yourself, that will add to your life's comforts.



One time I saw a sign in an office that read, 'Keep everlasting at it.' From the way things looked, I would say it was put up on a holiday.



I reckon the reason some people don't like sparrows, is because there are so darn many of 'em. Maybe that's the reason they don't like poor folks.

more than likely

AS long as we employ six-thousand-dollar-a-year attorneys to enforce our laws, and others at fifty and a hundred thousand a year to defeat them, it's a fine chance justice has.



Go right on with your dream of 'self-importance,' but my advice is, you stop, look, and listen at railroad crossings in the place of sounding your horn.



We are all more or less self-appointed traffic cops on the road of life, trying to tell others which road to take.



The best way to hold your job is to Work. Few are looking for that sort of a job.



The sort of reformers we need in this country are those who live lives so clean and happy that others will want to imitate them.



Your advertisement is an invitation extended business to visit you. All depends on how you treat it, when it comes, as to how long it is going to stay.



Save all your surplus sympathy for the man who works for an unreasonable boss and is married to another one.



Some sales managers surround themselves with 'worshippers' in the place of workers.



An Indian never cracks a smile at the things most pleasing and amusing to us, but when misfortune comes, he laughs. Be an Indian.

more than likely

MORE than likely your ideas as to how the business should be run are right, and those of your employer wrong, but if I were you, I would go right on doing what he wants done; then when he fails, he can't blame you. P. S.—Besides that, you'll have better luck holding your job.



One young man *wished* to be successful—one *worked* to be—one *was*.



In stores where customers *buy* and are not *sold* there is little need for a refund and exchange department.



I once said to a man, 'For six months you have been doing your darndest to think up excuses for *not* doing business with me, and now I want you to use ten minutes of the same sort of hard thinking of some one reason *for* doing business with me.' He smiled—said he would—did—and bought.



John Ray lived in the little Kentucky town I was raised up in. For years and years, John fished Salt River, a little stream, where the fish were few and small. Every one caught fish except John. He would use the very largest hooks he could buy, contending he was going to have big fish, or no fish at all. The last time I was back to the old home town, I learned John was dead, and I asked, 'Did he ever land a big fish?' I was told he did not. So often when I see young men loafing the streets, supported by their relatives, or living off of money borrowed from friends, waiting to land some big job, in the place of taking what they can get, I think of John Ray having never caught a fish.

more than likely

EVERY man looks upon it as a pleasure to befriend some one, and would gladly take advantage of every chance to do so, if he thought he could have as an epitaph for his headstone the slogan used by many second-hand car dealers—'Used but not Abused.'



If you want to find out what is wrong with the world, do not ask those that are wrong.



It occurs to me that, if space was more truthfully sold, the advertiser would not have to fill it with anything other than the truth in order to get his money back.



Good or bad—get it out of you.



I have read several books by memory experts telling how to call men by their right names. Strikes me, that more men would be called by their right names if they would pay their debts, keep their promises, and attend strictly to their own business.



Applying energy in holding the job you have will conserve a greater energy in seeking another one.



As I take notice of the few clothes worn, facial expressions, and the unbehavable eyes, then listen to the chattering talk of the lady that is relating her various experiences in being insulted by brute men, I am more convinced than ever that advertising brings results.



The average fellow asking for advice, really wants some one to tell him what he wants to hear.

more than likely

A FRIEND insisted I do business with a certain bank because they were the most liberal in the city in making loans. I told him I had often heard that said, and that was my one best reason for not banking with them.



It's time enough to say it, when you know it to be true.



The more you put off doing things that ought to be done, the more likely your employer is to put on some one else to do them.



Many run bills awhile—then bills run them.



Boats, trains, and aeroplanes will get you where you want to go, but truth, honesty and dependability will get you where you want to be.



A successful man and a good father is he who does not let the fruits of his success take 'effort' out of the life of his son.



When an automobilist begins to slow down and take it easy, that is the time for you to go ahead of him. P. S. Read that over again, substituting the word 'employee' for 'automobilist.'



In thinking back over your past life it is only the good deeds you have done, or those others have done you, that come to mind. Not the cold dollars you have made by some business transaction.



Sensible men are seldom sensitive.

more than likely

MANY a favorable impression created by attractive windows, clean store, and well-arranged stock, has been all shot to pieces when the groceries were delivered from a dirty, unsanitary-looking wagon, by a driver whose personal appearance matched the wagon.



A chronic grumbler once said to me, 'If you'll listen, you'll agree I have a "kick" coming.' I listened, and felt like giving it to him.



To mend your ways, commence by making good all broken promises.



It is too bad so many boys are being sent to reform schools because of the neglect of their parents.



The so-called 'white lies' that fall from your lips, like the white snowflakes falling upon a factory roof in Pittsburg, do not stay white very long.



When the unaccused start making a defense, it's time to be looking for guilt.



When an optimistic manufacturer unloads his over-production on the wholesaler, he overstocks the retailer, who, to rid himself of it, sells it to the consumer on credit. The consumer cannot pay the retailer, the retailer the wholesaler, the wholesaler the manufacturer, the manufacturer his banker—And, there you are.



The difference between you and other men is nothing more than that part of you that you make.

more than likely

THE salesman with the longest legs may make the greatest number of calls, the one with the longest tongue the most talks, but the one with the longest head will keep on making the greatest number of sales.



Love at first sight may be all right, but my advice is, to take a second look before calling a minister.



I have frequently noticed metal plates on door steps that read, 'No Peddlers,' and I always felt that I could increase the happiness of the home by adding—'of Gossip Need Enter.'



A college education does one of two things for a young man. It makes him a bigger and better man—or a more complete ass.



Among my greatest worries are these fellows who deliver a lecture at every opportunity on why I should not worry.



'Credit to those to whom credit is due' was but an old expression until R. G. Dun printed their names in book form, and now its popularity among credit men who want to know who they are, keeps it among the seven best sellers.



Owing to owing, many lose jobs.



I never ask a traveling salesman about general business conditions in a city. I ask him if he sold any goods there, and that gives me the answer to the first question in far less time.

more than likely

If your business judgment had been fifty-one per cent right in the past, you would be golfing your winters away in Florida, giving small boys pennies to be used as foundations upon which to build fortunes.



When a salesman gets in order mentally and morally, orders will come along regularly.



I can always tell when a letter has been one-fingered by the writer. He pens after his signature, 'Please excuse this very poorly written letter. Am trying out a new girl.'



How is a poor youngster going to say his prayers at mother's knee, if she has them under a card table, or against the back of a seat at a picture show?



With some, the making of money is looked upon as a gift, and friends and relatives borrowing it look upon it in the same way.



Know your work, and do it Well, ever remembering, that where ignorance is bliss—men lose jobs.



Success is achievement. The reward incidental.



The best proof I have to offer that I am entitled to your friendship, is the sort of people who are my enemies.



I once heard a lady say, 'My husband never once gave me candy or flowers before we were married, but I have never known what it was to be without either since then.' Thank goodness it was my wife that said it.

more than likely

WE don't know what we would have done, or what we would do, were we living the lives of others, so what is the use of talking about the mistakes they made, when we can make so much better use of the time in correcting our own.



You must use 'confidence' in its entirety in building a business. What I mean is, you can't do it with just the 'con.'



Along during the day, repeat to yourself, that which the street-car conductor was calling out on your way to work—'There's plenty of room up in front.'



My friends have given me the happiness I have enjoyed and I credit them with whatever business success I have had, but I alone am responsible for my failures.



Doing something for some one will bring you more happiness than doing some one for something.



When a speaker or a writer, in order to create laughter, attempts to ridicule another man's religion or nationality—he is about through.



When you get back home from a two weeks' vacation, feeling as though you had been away six months, and meet your closest friends, who make no mention of having missed you, then the next day when you report for work, expecting to see things in an awful mess, only to find that business went along just as well without you, if not better—well—what I am getting at is this—that happened to me, and I am wondering if it ever happened to you.

more than likely

IT is going to be mighty hard to make some fellows believe that a dog is man's best friend, for what does a dog know about endorsing notes and slipping a fellow a ten-spot.



Regrets generally come so late in life they are of little use. There is but one way to avoid old man Regret and that is to do just as near right as you know how all the time.



For a long time I have been preaching the doctrine 'That we get out of life just what we put into it.' A neighbor of mine heard me make this statement several times, and one day took me to task as follows: 'Say, Cox, tell me how you are ever going to collect from these little sparrows and robins and wild canaries I see you feeding every morning?' 'Well,' I replied, 'I don't know how or where or when, but you can rest assured I will be paid in full all right.' He just laughed and went on, but a few mornings later he stopped and was admiring the roses in our garden, when all of a sudden he discovered there were no bugs on our bushes and right away he wanted to know what kind of spray we used, declaring the bugs were destroying every plant he had. I told him we had never used a spray, and explained it to him after this fashion. 'You see, we have a hundred, or more birds breakfast with us every morning and they sing us a song or two, but they do not seem to feel that their songs are pay enough for what we do for them, and in wanting to do more, they have undertaken the job of freeing our plants of insects, that they may not destroy them as they have yours. It always works that way. We get out of life just what we put into it.' With a smile he said, 'Cox, you win.'

more than likely

ENVY and jealousy are at the bottom of all unkind things said. When we are hearing nothing but flattery about ourselves, we can take it to mean we are that which no one cares to be, and have nothing they want.



I have no use for 'sob sisters,' be they male, or female.



Wake up, and give your dreams a chance to come true.



Theatrical performers got their idea of 'playing to the galleries' from employees who are always playing to the 'Higher ups.'



I suppose it is just as well the newspapers only print the names of those 'held up' by footpads, and not those that are being held up by friends and relatives.



When you are on the level, you are above the average.



In trying to close a sale, be careful about making comparisons. I had never driven a car, but had about made up my mind to try. The salesman, seeing I was a little afraid to make the attempt, said to me, 'Look out in the street—there goes a boy driving a car—a Chinaman—and, there is a girl not more than fifteen driving one.' I said, 'Yes, they are my reasons for being afraid to drive. I had tried my best to forget them, but you have brought them back to mind.'



It is always the employees that you hear singing around a place of business.

more than likely

YOU have met men with pockets so loaded with trash they could not find anything they wanted when they wanted it. The same fellows usually have their minds so filled with non-essentials there is no parking space for a worth-while thought.



Be very careful in selecting the firm you are to work for. Your social standing, and your credit, is rated by the firm you are associated with. So select one that has a reputation above reproach, and so live your life as to add credit to its reputation, thereby showing your appreciation of the opportunity given you to share it.



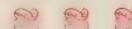
If you are my friend, why should I ask you to grieve and worry with me because of my ailments and troubles, when your doing so could not relieve me of either. If you are not my friend, then why give you the satisfaction of knowing I am in trouble. Eliminating our friends and enemies, we have none left to whom we may tell our troubles, and that is a mighty fine fix to be in.



Exaggeration is misrepresentation, and misrepresentation is nothing more than downright lying, and lying never made a success of man or business.



The making of a concession immediately creates suspicion in the mind of a prospective buyer, and suspicion crowds out all buying intentions.



We usually hear enough of the truthful things said about us to others, to overcome the flattering things said to us.

more than likely

IT is said, 'imitation is the sincerest flattery.' May be so. But when a man creates something that the public considers worth while, and is about to reap some little reward for his efforts, it is right hard for him to appreciate the 'flattery' of impostors.



Nature opens the eyes of a kitten nine days after birth; many men grow old in years, then have some adventuress open theirs.



When a boy you were given a bigger suit when you outgrew the one you had. That same thing is going to apply to the position you are given in the business world.



When a man greets me with, 'Hello Young Man,' or 'How are you, Young Fellow,' I know he remembers my face, and has forgotten my name.



I once sold a food-product manufacturer advertising space in the street cars of San Francisco. He used practically every inch of space of the card picturing his little baby girl. One day he 'phoned me that the advertising was doing him no good. I asked him how the little girl was, and he said she was doing fine. I said, 'Then why the complaint—she is all we are advertising.'



It is easy enough to believe that 'to-morrow never comes' until your banker advises that your note, due to-morrow, cannot be renewed; or the tax collector notifies you that to-morrow is the last day you have to pay your taxes—then you had better make some arrangements for its coming.

more than likely

I COULD neither enjoy the music nor the show, for the smack, smack, smack of his jaws on a wad of gum, and then, by jimminy, he threw it on the floor for me to step on as I left the theater. Not until a law is passed requiring all gum chewers to check their wads when entering theaters, will I vote against hanging.



The only way to have others forget your mistakes of the past, is to so live the present their thoughts will be your future success.



Another order is far more profitable than another call.



You are right, money will not buy happiness. But, have you ever heard any happy laughter and joyful songs coming from homes of those living in poverty?



A Washington, D. C., speaker, in addressing a San Francisco audience, said, 'Coleman Cox has the advantage of most writers. He is an advertising man, and the advertising he writes for his books well describes their contents. I had a friend that wrote a book. Months passed, and he had not sold enough copies to pay his proof-reader. I advised him to find a good advertising writer, have him write a number of ads, and run them in some of the leading magazines. He did, and got immediate results. One man wrote, "I read your ad, bought your book, and have just finished reading it. I have but one fault to find. Why in the dickens didn't you have the man that wrote the ad write the book?"'



Everything of real worth is bought with self-sacrifice.

more than likely

ASUCCESSFUL man is one who has accomplished that which he started out in life to do, and is doing it better than most any one else has ever done it. He may be your banker, then again, he might be your barber.



Clothes may not make a man, but did you ever see women giving smiles, and men passing cigars, to traffic cops when off duty, and dressed in citizens' clothes?

BELIEVE IT OR NOT

BELIEVE IT OR NOT

A SALESMAN who has become sales manager is often made general manager of a business because he not only knows what the firm has to sell, but how to sell it, who can buy it, and pay for it. These are the important things to know in the building of a successful business.



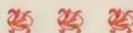
Advice that is pleasing is the kind we accept—and is usually the kind we do not need.



Being happy over the found out faults of others is often a confession that we have many of the same sort.



Look upon your job as your business, financed by your employer, with a guaranteed profit to you, even though he takes a loss.



Others judge us by the lives we live and their verdict is our reputation, which we either live up to or live down.



When some little thing comes up that causes you to feel that you must write a nasty mean letter to a customer, do it. The quicker you get it out of your system the better off you'll be. Then when it has been written, read it, sign it, tear it up, and throw it in the waste-basket. This will cure you of losing your temper and your customers.



When you meet a fellow who is 'up against it' you will find out, that he got that way from backing up, and not by going ahead.

believe it or not

HAVE you ever noticed, that when one firm takes an employee away from another firm, some other firm is pretty sure to take him away from them. And have you ever noticed, that when some woman takes another woman's husband away from her—



Belittle others—and be little.



When a man faces his faults, the world turns its back on them.



Respect usually comes with age. As example, the elderly gentlemen you hear spoken of as being eccentric were called 'nuts' or 'cracked-pots' when they were young.



The worst that is said of those who talk about themselves is that they are conceited. The worst that is said of those who talk about others, I dare not print.



You can believe it or not; all 'fakers' are not traveling with circuses and carnival companies.



The success that comes from thinking is having others think as we think.



In our neighborhood, two men have gardens, same size, same soil, with just a fence separating them. One has cultivated his, and he has a beautiful garden. The other has not. A new neighbor moved in across the street. Both became acquainted with him at the same time. One cultivated his acquaintance, and now he has a splendid friend. The other has not. Do you get the idea?

believe it or not

If shoppers would remember the 'Have the exact change ready' sign on the street cars, when they are doing their buying, their troubles would be fewer on the first of each month.



We have court-houses, judges, lawyers, bankruptcy courts, and poor-houses, for the convenience of those who are looking for revenge.



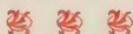
What you think of the folks in the old home town is just about their opinion of you.



An employee with a fiery temper is soon fired.



Some banks advertise, 'Make a friend of your banker.' Wonder if they know there are a lot of fellows who look upon loans made them by friends as being gifts.



The School of Experience offers but two grades—Up, and Down.



One look at a woman who says, 'In all our married life, my husband has never given me a cross word,' will convince you she has a husband who uses good judgment.



It is the job of the advertising man to use his brains, in expressing what the boss thinks, in a manner that will please all salesmen, and other employees; satisfy the dealers, and incidentally sell the consumer on buying the product. Now you know why the advertising man is looked on as being the one man of the organization who has nothing at all to do.

believe it or not

DOING a thing better than any other man has ever done it is all right, but the world will remember you longer if you will do something worth while that has not been done before.



Have you ever tried being that which you think others should be?



You will find about as many people who think as you think, as you will those who look like you.



Calling to mind others who are less worthy than ourselves is sometimes easy to do, but it does not change the price tag the public has pinned on us.



Real men are made of what they get out of themselves, and not out of others.



Winnings are worthless if self-respect is lost.



No sooner would a passenger finish reading a newspaper and throw it aside, than he was there to get it. I watched him take them to the rear of the car, get out some string, and tie them in packages. He excited my curiosity, and when the conductor came along, I asked him what the porter did with those papers, and he said, 'He has been running on this road for years, and all along the route, he throws off papers to those who would know little of what is going on were it not for him.' And then I got to questioning myself, as to how much happiness I was throwing out to others, as I traveled down the road of life. While your mind is on the subject, you might ask yourself the same question.

believe it or not

IT is really astonishing the amount of will-power some men possess. Why, I have had hundreds of them tell me that they could quit smoking if they wanted to do so, then light another cigarette demonstrating their remarkable will-power over the quitting idea.



A ticket collector on a merry-go-round is not the only employee who is going all the time, but getting nowhere.



When we are leading a clean life, very few will go ahead of us.



Have you ever noticed, that when a responsible position is to be filled, the boss seldom considers the young man who prides himself on being a 'good fellow.'



Bankers ask for interest, and so do preachers. Bankers generally get it.



If we are afraid for others to know what we are doing, we may be certain we are not doing right.



I claim the distinction of being the only living man, who has written six booklets of paragraphs, without having once mentioned the V—act, or attempted a funny story on the F—car.



We learn to swim in smooth water, but that's not the kind of water boats usually go down in. Many a young man starting business life tries to find an easy job, but that's not the kind of a job that offers him an opportunity to become a successful man.

believe it or not

IT is the growling man who lives a dog's life. It takes time to make a position out of a job. That is why nearly all worth-while positions are filled with men who have been on the job a long time.



My kind of a man, is a kind man.



A secret is usually the seed of a scandal.



A sales manager who is a 'goat-getter' has trouble keeping salesmen who are 'go-getters.'



I have had any number of salesmen, representing wholesale and manufacturing concerns, offer to let me have groceries, house furnishings, etc., at wholesale price, provided I would 'keep it quiet' so their retail customers would not know about it. They all know what I think about such crookedness.



'The Customer is Always Right,' may be a good policy for the stores that have adopted it, but I do not believe that any one is *always* right.



He had a wonderful personality, and it built for him a splendid retail business. Success assured, he spent the greater part of his time in a 'hide-away' office, doing work that a fifteen-dollar-a-week girl could have better handled. One of his clerks who came in daily contact with the patrons of the store, soon won their friendship and confidence, and it was not long until he had a store across the street, and the customers his old boss had neglected, and he had cultivated, went across the street with him.

believe it or not

A PHILANTHROPIST is a man who enjoys the happiness of making others happy while he lives, instead of leaving what he has to a lawyer who proves he was crazy when he made his will.



Judges of prize fights are always outside the ring. And I have found that those outside our organization can tell us a lot of things about our business that we would profit by listening to.



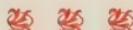
Unless a firm has satisfied employees, how can it ever hope to have satisfied customers?



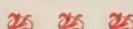
Did you ever stop to think that people criticize only those they really care for or of whom they are envious or maybe jealous?



I attribute my few wrinkles at fifty-five to the fact I generally let others do the worrying about their own troubles.



There is always a market for trained brains.



Do any of these so-called optimists, wearing artificial smiles, ever rush in to see you, right when you are as busy as can be in trying to figure out some important business problems, give you the 'glad-hand,' then start telling you that everybody's happy—there is no such thing as worry—business is booming—prosperity is assured, and wind up wanting to borrow five dollars? That is another reason why I think every business man should keep a loaded gun in the top drawer of his desk for quick use.

believe it or not

WHEN any one leads off with, 'If I were you, I'd do this —' right then I quit listening, for I know that nothing more than a lot of unasked-for, worthless advice is going to be unloaded at my door.



It all depends on whom you are talking about, whether or not I believe that ancestors were monkeys.



All men are born equal, but they soon start making the necessary changes, that the pulpits and prisons may be filled.



So many salesmen credit themselves with having enthusiasm, when they are but overly excited at the prospect of making a worth-while sale.



Keep your business out of your religion, by putting your religion into your business.



Advancing an employee to a responsible position, which carries a high-sounding title, without giving him sufficient increase in salary to meet the social and business demands of the position, often means the nominating of another candidate for the penitentiary.



I suppose the reason we look upon a book as a good friend is because we can depend upon its telling us to-morrow exactly the same story that it tells us to-day.



Look upon your mind as a garden, in which to plant thoughts to grow into worth-while things. And remember, all gardens need weeding now and then.

believe it or not

AS we entered his home, he was telling me how he managed the twelve hundred men he had working for him. Then a ninety-pound wife, and a three-year-old youngster showed me how they managed him.



The bone of contention is usually a 'bone-head.'



After adding the small bill twice, he had it added on the adding machine to make sure it was right. Then he took a party of six of us to lunch, and when the waiter presented the check to him he glanced at the total, and accepted the waiter's addition without question.



I count mighty little on education without inspiration, backed up with a lot of determination.



If with your acquaintances you can inspire confidence, you will build friendships that will make it easier to answer, 'How's business?'



When a salesman lets some subordinate in the outer office turn him down, he loses nothing for the buyer would have likely done as much had he succeeded in getting in to see him.



Few have time to stop and pet every barking dog.



When only your banker can appraise your worth, you are a poor man.



It is all right to have your heart in your work, but use your head too.

believe it or not

BECAUSE we think differently, therefore live, dress and act differently, I look just as wrong to you, as you do to me. But why criticize when the chances are neither of us is right.



We make our own friends, and enemies.



Captains of industry are not hunting money, they are seeking brains—specialized brains—and faithful, loyal service.



The first fellow to remove his hat in a public elevator is the young man with a 'permanent wave' or well-vaselineed hair, and the things the baldheaded men think about him more than offset what the ladies might think.



So long as your habits and morals are not ragged, you need not worry much about your clothes.



Whether you believe 'Mind is all' or not, you will have to confess that the man who minds his own business, and makes his youngsters mind him, has some ideas worth copying.



It might not be a bad idea for a salesman to send in only such orders as he would fill, if he owned the business.



What you are, is the result of what you were.



Another good way to be happy is to look upon that which you have as being the best, inasmuch as it is the best you have.

believe it or not

IF honest enough to face the truth, ninety-eight per cent of discharged employees will find that either laziness, disloyalty, conceit, untruthfulness, dishonesty, trouble-making, or talking too much got them their walking-papers.



If a salesman has not the respect, confidence, and friendship of those inside his own organization, with whom he is in daily contact, he is not going to enjoy such on the outside.



The only thing a heated argument ever produced is a coolness.



Whether or not an employee is receiving 'a living wage,' depends entirely on whether or not he is willing to live according to his earning capacity.



If there is any one thing in life I don't want to be, it is a detective, giving my life to looking for bad in men, in the place of good. Looking not for the smiles on faces, but for faces on which there are prices in the form of rewards.



Going out of your way, often causes things to come your way.



Inasmuch as the all important thing in business is *Getting* the business, it has often occurred to me, that if the small neighborhood merchant would take an hour from his store each day, and personally call on those not doing business with him, he would secure at least one customer a day and by rendering them the service promised the time would not be long when he would have a real business. People like to personally know those they are doing business with.

believe it or not

I AM wondering if the reason boys are not what they used to be, when we were boys, and employees do not work like we did, when we were employees, can be accounted for by our having had better fathers and better employers.



A spider kept putting up web after web in our basement, as fast as I would tear them down. He taught me that, by using the same sort of persistency, I could be a better salesman.



Lives of great men oft remind us—how far from great we are.



Years of sampling the 'home cooking' advertised by restaurants has made many men bachelors.



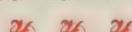
The fellow that moves in the right circle, is usually on the square.



A successful merchant was telling me he always penciled the name of a new customer, and then put it somewhere on his desk, where he would handle it several times a day and by this simple system he was not only able to address all new customers by name, but enjoyed the reputation of having a most remarkable memory.



Do as best you can, that which you are supposed to do, and soon you will have something better to do.



The fellow who does not credit himself with knowing it all, is the man every employer is looking for.

believe it or not

ONE of the first things to learn in selling, to save your firm a lot of money, and yourself your job, is that, 'I will take it up with the board,' 'You might drop in later on,' and 'I will let you hear from me,' all mean—NO.



When you lose control of your car, you are pretty sure to have a wreck on your hands. P.S. Read that again, substituting the word 'son' for car.



There are just so many customers, and the only way your competitor can increase his business is by taking yours from you.



If one's interest in life is so weak that he hopes some day to be able to live without work, he is headed for failure, no matter how successful he may be in the hoarding of money.



Be charitable, but start by granting to others the right to live their lives the way they wish to live them and don't forget they are generally conceding to you that same right.



You are getting the best of a man, in the winning of his confidence.



A dressmaker had been in for the day, and seeing the floor covered with pins, I said to my wife, 'Why don't that dressmaker pick up the pins she drops?' Mrs. Cox answered, 'Why, Coleman, a dressmaker's time is worth too much to her to be picking up pins.' Then I called to mind a lot of 'picking up pins' I had been doing during the day, by giving my time to work that the office boy could have easily done.

believe it or not

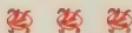
MANY aspire to become writers. If you have any thoughts along those lines, start by seeing how long a story you can write under this head, 'What have I ever done that has made this world better.'



It was Saturday afternoon. I was alone in my office. A man walked in and said, 'I am here to see Mr. Lewis.' I answered, 'As you of course know, there is no such man here.' He said, 'Well, then, I must have the wrong address. Mr. Lewis phoned me to call this afternoon and explain a new policy our company is writing. Inasmuch as I will not be able to see him, I wonder if you could give me five minutes.' I answered, I would be delighted to do so. When he was seated, I said in part (the printable part), 'I am going to give you five minutes, all of which I am going to use myself, in trying to stop you from going around making a "darn fool" of yourself, in looking upon others as being that which you are. I look upon the life insurance business as being more than a business. It is a lifetime necessity, and a blessing afterwards. And, it makes me as mad as a wet hen to have a fellow like you disgracing it. Business is founded on confidence. You destroyed all confidence I might have had in you and your company by attempting that old time worn trick approach. You have had the promised five minutes, and I will ask that you close the door from the outside.'



Many who seek the company of others, find that being alone with their thoughts is too great a punishment.



Believe about half you hear, though be sure it is the right half.

believe it or not

THE worst pests I have to contend with are my very closest friends who upon every occasion bore me to extinction in trying to convince me that I should give up all things of life that mean pleasure and happiness to me, and live my life as they are living theirs.



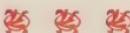
Can a man lose something he never had? The reason I am asking, we so often hear salesmen telling about the fine sales they 'lost.'



In trying to 'sell' me on playing golf, a friend of mine was telling me that there is no better place to talk business to a man than on a golf course. That settled it. Now I know golf is no game for me. I would never want to trust myself out in a quiet secluded place with a club in my hand, talking business to some of those with whom I have come in contact.



Nearly any street car we take in San Francisco will get us to the Ferry Building. No waiting friend questions, or cares, which car carried us. When I hear people having a religious argument, I cannot but think of the Ferry cars, and of how little it matters which route we travel, just so long as we get where we hope to go, and join our waiting loved ones.



When manufacturers get wise, and start selling the salesmen, who sell the consumer, the buyer will have to buy. And besides that, the salesmen of to-day are going to be the merchants of to-morrow.



The fellow who lies abed longest in the morning, has the best start on lying for the day.

believe it or not

WETHER or not money buys happiness, depends entirely upon what it takes to make us happy. Sometimes a comfortable home, an automobile, good clothes, or possibly travel make people happy, and they all cost money.



Grasping an opportunity amounts to mighty little, unless you can grasp a pen and write a check that will enable you to take advantage of it.



We have all seen the fellow who stands between capital and labor—because he stands on a soap box.



It is a right good idea to figure the time your sales letter and advertising matter will reach its destination; remembering that waste-baskets do an overflow business Saturdays and Mondays.



Just so long as you keep on asking people how they are feeling, they are going to keep on telling you. So you have nobody to blame but yourself.



If you feel you must tell the faults of someone, then tell your own. You will not only have more to talk about, but can easily confine yourself to the truth.



Only those who are 'easy' invest in schemes promising easy money.



When friends of other days commence their 'I knew him when' talk, and competitors start knocking their darndest, you've arrived.

believe it or not

IF we could make a great bonfire of the thousands of laws we have in this country, and start all over again with only the Golden Rule, and the Ten Commandments, I am sure we would get along much better.



In no home, hotel, or café has food ever been so well prepared, but that one occasionally becomes tired of it, and wants a change. Just so it is with food for thought, given salesmen by sales managers. Speaking as a salesman with thirty-five years' experience in selling, I believe that the best organization that could be formed to improve salesmen and thereby improve business, would be one composed of sales managers of different organizations, to exchange visits and give talks to salesmen at weekly sales meetings. Enthusiasm is the secret of success in selling.



Failure will never knock at the door of a man who can truthfully say, 'I am honest, fair, and square in all my dealings with others. I am honest with myself.'



There isn't anything on earth that an honest man need be afraid of.



Give all of your sympathy to those who are without friends.



We all have our troubles. Employers fire theirs. Employees quit theirs. Kindly judges divorce others of theirs.



Salesmen of the higher type, representing firms of high standing, that market merchandise of high quality, never resort to high-pressure sales tactics.

believe it or not

WHEN a merchant uses up his time and my time in trying to sell me something that's 'just as good,' in the place of giving me what I ask for, and want, I always find another store that's just as good.



A friend was telling me of a merchant that sent a wholesaler quite an order and immediately received a telegram that read, 'We cannot fill your order until you have paid your long overdue account.' To which the merchant replied as follows, 'Cancel the order. Cannot wait that long.'



The fellow who is always ready to oppose anything suggested truthfully starts off with 'I don't think.'



If there is one single thing that can wreck a perfectly happy home, it is an uninvited guest, who moves in bag and baggage, and stays until everyone in the house is a bunch of nerves.



What you are depends on what you think, but that does not mean all men are what they think they are.



In trying to sell me on making an aeroplane trip he said, 'Coleman, you'll never know a real thrill until you've been up in the air.' Then I told him of a prospect who had me 'up in the air' for nearly three years, and one day, when my hope of selling him registered about three degrees below zero, I made a drop-in call on him, such having become a sort of habit with me. To my astonishment he wore a friendly smile and before I could speak he said, 'I'm ready to sign that contract this morning.' After that experience, I am sure the aeroplane has no thrills for me.

believe it or not

THE Pacific Coast manager of a very large Eastern concern was telling me there were no good salesmen to be had. When he told me the salaries they paid, I agreed with him.



About the only good luck I have ever had has been a willingness to work.



All men have at some time in life attained success, but a record is only kept of those that retained it.



It is easy enough to know the right way to do a thing because all other ways are wrong.



There is one man you and I will never live long enough to forget. He is the fellow who came to us the morning we tackled our first job, put his hand on our shoulder, and with a smile, said in the friendliest sort of a way, 'My boy, you are getting along fine. Take it easy, don't get worried, and if you need any help, just call on me.'



A salesman who used to work for us in reporting on a prospect said, 'I wish you could have heard his objections. Why, before I got through with him, he felt like crawling in a rat hole.' I answered, 'But you did not get his order. You have but lost a good prospect. No salesman can get an order from the man he causes to feel he would like to crawl in a rat hole.'



I credit the small percentage of failures we have in business to the fact, that few men ever try out the advice they offer others, and they use good judgment in not doing it.

believe it or not

THIS dealer Good Will that we hear so much about is nothing more than the Confidence and Friendship of the buying public a merchant enjoys, because of his having given more thought to the wants of his customers than his wanting to get their money in his till.



At railroad crossings is not the only place we see wrecks, because of people having failed to stop, look, and listen.



I suppose my being quick to excuse others of their mistakes comes from the great amount of practice I have in excusing my own.



The best proof I have to offer that I know something about selling is the fact that the credit man of the firm I have been with for fifteen years is the best friend I have.



A friend of mine who has two sons gave each of them fifty cents. One of them bought a copy of a worth-while magazine for a dime, and spent the evening at home reading it. The next morning, he had more sense in his head and more cents in his pocket. The other spent his half-dollar on a picture show. I am offering a hundred to one odds, and taking all bets offered on the first boy.



Service is a much-abused word. If you want to know the real meaning of it, you have but to stop at an oil station and buy a few gallons of gasoline.



A concession not only creates doubt in the mind of the buyer, but destroys confidence in the salesmen, and the firm he represents.

believe it or not

WE used to have a rather large card framed and hanging in our salesroom that read, 'Time not spent in the presence of a prospective buyer is time lost.' There's a lot of truth in that.



Babe Ruth is hired to make home runs. Salesmen are hired to make sales. I have known sales managers to yell themselves hoarse in showing Babe their appreciation of his efforts. The appreciation shown him for the making of one home run caused him to want to go right out and make another. Now you have the idea, that's all.



To say a man is a good driver does not necessarily mean he is a golfer or a motorist. Maybe he's an employer.



'At an early hour this morning' is one line of type newspapers keep standing to print stories of young people being killed or crippled in automobile accidents.



Your credit being good means nothing to your grocer or butcher, unless you pay your bills so they can pay theirs. A butcher who has a stand in a neighborhood market was telling me about a very wealthy woman who owed him a three months' bill. He asked her for the money and she paid him, saying, 'I'd have you know my credit is good. I have been in your place my last time, for I am not in the habit of having such people as butchers ask me for money.' Can you beat it?



Many men are credited with being dignified when they are nothing more than self-conscious to the point of being afraid to say anything.

believe it or not

SOME time ago I had the pleasure of visiting my good friend Mr. Thomas A. Edison, and he was telling me that by leaving it to ministers and politicians, to talk religion and politics, he had saved a lot of time to give matters he knew more about. A good idea.



Once upon a time ladies thought that smoking ruined lace curtains.



The lambs that gambol get fleeced. Men who gamble sooner or later have the same experience.



There are few business men in San Francisco who do not know Tommy. Five per cent of them never have even seen Edward. Tommy goes from dining-room to dining-room, selling cigars. Edward is the manager of the hotel, at a very large salary, and enjoys the reputation of being one of the best-known hotel men in America. When I hear a fellow boasting about being known by every one, I think of Tommy. Then I think of Edward.



It has been said that nothing has ever been made so good but what some impostor could make it worse and sell it for less.



The office clock may not lose time, but those that watch it do.



After it is all over, then we start receiving callers from the 'I told you so' and 'You wouldn't listen to me' branches of the Prattle Club, no member of which ever told any one a dime's worth about anything.

believe it or not

WHEN enthusiasm is inspired by reason; controlled by caution; sound in theory; practical in application; reflects confidence; spreads good cheer; raises morale; inspires associates; arouses loyalty, and laughs at adversity—it is beyond price.



What I would call a 'good-looking' man is one who has lived a life so clean, his thoughts have stamped their impressions upon his countenance.



There is no place in the business world for the young man, who in applying for a position says, 'I'm willing to do anything.' That is but a confession he cannot do anything. Positions are filled with men who can do some one thing, and do it well. Real success comes to those who can do it better than it has ever been done.



A friend of mine, who had proved himself a successful sales manager, learned that the manufacturer of a nationally known washing-machine was in San Francisco, looking for a suitable man to fill the position of Pacific Coast sales manager, and applied for the job. The manufacturer said that while there was no doubt but what he was an A-1 sales manager, he could not consider his application because he did not know the washing-machine business. When he told me that, I said, 'You go right back and tell him that it might be easier to teach a sales manager how to make washing-machines than it would be to teach a washing-machine man how to make sales.' He did, and got the job.



The art of getting things done is mostly a matter of concentration, and rapid elimination of non-essentials.

believe it or not

HAVE you ever noticed that young couples starting married life, who go far enough away to rid themselves of their 'in-laws and other advising relatives, usually get along very well?



Be charitable, and do not be too quick in criticizing those who talk too much. Remember they are men who think little things, and therefore have more to talk about than men who think big things.



The only things one merchant has to offer a customer that he can't get at some other store is his smile, his hand—in other words, his personality.



'How are they coming?' is a greeting that should never be used on meeting a friend who has mortgaged his life for years to come by buying everything offered him on the monthly 'easy-to-pay' plan.



Some years ago I saw a poker game in Butte, Montana, where the chips represented one, two, and five hundred dollars each. When the game was over, they were not worth two cents. Then I have seen isolated swamp lands divided into fifty-foot lots, and sold at several thousand dollars each while the boom was on, after which—



Business is not always rushing with firms who advertise 'Your Credit Is Good' because those reading their ads know different.



When a man is happy in his home, he is happy in his work, and happiness is the pathway to success.

believe it or not

A FRIEND was telling me that he headed his list of wasters of time and money with the names of four life insurance companies, who mailed him cards every birthday, telling him how happy they were that he was living, and expressing their hope that he would always continue to do so.



Never ask a hotel man how many towels and pieces of silverware are carried away by guests, if you want to keep on thinking everybody is honest.



I have found that by being pleasant with others and not making cutting remarks, that hurt and humiliate them without profiting me in the least, is a mighty good way to make and hold friends.



Before you change jobs or towns, to better your condition, suppose you try changing your mental attitude, habits, and associates, then go to work, and work harder than you have ever worked before. If these changes fail to bring about the desired results, you may be sure that you would have been a failure in any other town and at any other job you might have tackled.



A stranger has no other way of judging whether we are going ahead, standing still, or backing up, except by the looks of things around our places of business. Dilapidated fixtures, antique desks, and rickety chairs give no one the impression that we are doing business in an up-to-date way.



The best piece of advice offered you in this booklet is printed on the cover, and at the top of each page.

believe it or not

THE salesman who starts with 'I want to tell you a good one on a Scotchman'—usually gets a laugh.

The one who starts with 'I want to tell you how you can make more money'—usually gets an order.



It takes training to make a winner of a thoroughbred horse. When I see so many young men from fine families failing to make good in the world, I wonder if such failures are not due to lack of training.



I had made up my mind to shake from my feet the dust of the little Kentucky town in which I was raised. I was to leave for far-away California in search of fame and fortune. In going around to tell my friends good-bye, I saw my old friend Max Gundlefinger standing out in front of his little clothing store. I crossed the street to say good-bye, and Max said: 'Coleman, I think you are making a great mistake, but I do not suppose there is any need of my saying anything to you, since you have fully made up your mind to go, but I do want to give you a little piece of advice, and I want you to promise me you will always remember it wherever you may go.' I assured him I would, and, placing both hands on my shoulders, he said: 'People who live in glass houses gather no moss.' Thirty-five years have passed since then, and I am still keeping the promise made Max. It is not what you say, but how you say it that makes a lasting impression.



While the orchestra is playing the overture the performers are getting ready to put on the show. While some salesmen are talking their first five or ten minutes, they are trying to think of something to say.

believe it or not

N EARLY all luncheon clubs start their meetings with the singing of the 'Star-Spangled Banner' or 'America.' That is done to prove to each of those present that he is not the only man who can't sing and does not know the words of either song, which creates more of a brotherly feeling.



My first sales experience was with a very large concern. I was quite successful, considering my youth and lack of experience. The success I was enjoying soon developed for me about the best bump of ego that any young man ever had. My fellow employees amused themselves in encouraging me in my conceited belief that the firm would have a mighty hard time getting along without me and that every competitor was just waiting his chance to grab me. One day I decided that the time had come when I should give the firm a chance to decide whether they should increase my salary and remain in business or refuse me and go broke. The latter idea appealed to them so much they decided that my leaving them should take place immediately. For three months I walked the streets looking for a job. The lesson was worth it.



Before you worry about something you want, look around at the things you have, about which you worried a great deal until you got them, but now regard so lightly.



A Convention is the bringing together of several hundred men who are engaged in the same line of business—and play golf.



No story of Success ever starts with 'if' and 'but.'

believe it or not

DURING my thirty-five years in selling I have not used a hundred business cards. For years I have never carried one. My experience has been that, when the card goes in to the office of an executive of a large concern, the salesman seldom does. And I have never known a card to bring out a signed order.



Get-rich-quick schemes, and men who get good quick, have never appealed to me.



I stepped inside a retail store, and started talking advertising to the merchant. He said, 'I am through with advertising. No one reads it. You never see a man reading a car card, billboard, or newspaper ad. All we use are these fine windows of ours.' Just then I said aloud—'Ninety-One.' He asked what I meant, and I answered, 'While you were talking, I was counting the people passing your windows, and not one out of ninety-one turned a head to look at them. Why don't you quit them too?'



The salesman who takes 'no' for an answer from prospective buyers gets 'no' for an answer when he asks for an increase in salary or a promotion.



The knowledge and ability to perform useful honest labor of any kind is infinitely important and of more value than all the so-called culture.



Even the woodpecker owes his success to the fact he uses his head and keeps pecking away until he finishes the job he starts.

believe it or not

HE was a salesman, and was elevated to the position of sales manager. In little or no time his memory went ninety per cent bad on him. All he could remember was the one out of ten prospects he sold. The other nine, he had forgotten.



I saw a wonderful letter that a large manufacturing concern mailed its customers, telling of the passing of one of their employees, the closing lines of which read, 'In forty years Steve Enright never failed us in truth, in honesty, in friendship, in loyalty, or in duty.' I have been trying to call to mind another Steve Enright.



He was a tall, lanky Southerner, a droll talker, with a very pronounced Southern accent. Years ago he and I worked together on several Eastern newspapers. Some time ago I was surprised to meet him in San Francisco. When he told me he had quit the newspaper business and was now 'entertaining,' I laughed heartily. He said, 'That's it, Coxey. It's the laughingest darn business a fellow was ever in. My friends all laugh when I tell them about it. I go out and talk at some luncheon or banquet, and everybody laughs and laughs and laughs. Then they give me a check —and I go home and laugh and laugh and laugh.'



Many a man's happy recollection of the old swimming-pool has been forever ruined by his taking a trip to see it after many years and finding it a part of an irrigation ditch.



Few men are either as good, or as bad, as their friends and enemies would have us believe they are.

believe it or not

IT is just as easy for me to believe some writers and speakers, who contend that any man can become a successful salesman, as it is for me to think that it is all my own fault that I cannot sing as Caruso sang, or paint the pictures Rembrandt did.



When a goat starts backing-up, he is getting ready to do something. When a salesman starts backing-up—he is about through.



Only those who see the 'Keep to the Right' and 'No Parking' signs along the road to success ever get anywhere.



Success in life comes with the substitution of information for imagination.



Three blocks of Fillmore Street in San Francisco are so steep, it is quite an undertaking to climb them. An old German gentleman was making the grade with frequent stops for rests, when another climber remarked, 'Quite a steep hill.' To which he answered, 'Yes, I got more vind'n I can plo.' Besides him, there are salesmen and after-dinner talkers.



Have you ever seen a bird taking a look at nests it built in other years, that it might build a better one this year? Neither have I. And I have always figured that a better way of beating last year's sales records this year was to get out and sell more merchandise, and waste less time figuring out past records, that are worth little more than a last year's bird's nest.

believe it or not

WE suffer less from being 'bit' than we do from the nervousness brought on by fleas and fidgety salesmen who jump around from place to place while they work on us.



The young man starting life with a charge account seldom opens a savings account.



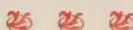
Since people are known by the company they keep, it is a good plan to ask ourselves occasionally, whether we are elevating our associates any in the minds of the people.



He was one of the kind that is always looking for some one to be sorry for him, and when I saw him approaching, I took on the most dejected look possible. In his usual pathetic voice, he asked me my trouble. I assured him there was nothing the matter with me. That I was only prepared to be sorry for him.



Offending does not breed Befriending.



The experiences, observations and passing thoughts contained in this little book were written with a smile, and I hope you have worn one while reading them. The smiling away of our own little worries, and helping others smile away theirs, makes life so much more enjoyable. If I have made you happier, then I am happier.



Yes, I have tried many 'trick approaches' in selling, but inasmuch as none of them ever got me any business, why tell them.

believe it or not

I HAVE often wondered how hotel men could call all guests by name. After hearing some of their unjust complaints, I have wondered how the hotel men could resist calling them a lot of names.



When you buy friends with anything other than friendship, they do not stay bought long.

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